66

United States
Department of
Agriculture

National
Agricultural
Library

Bibliographies
and Literature
of Agriculture
Number 66

Marketing of Floricultural Products in the United States

An Annotated Bibliography

A 1.60/3:

READEX FICHE best copy available

United States
Department of
Agriculture

National
Agricultural
Library

Bibliographies
and Literature
of Agriculture
Number 66

May 1989

Marketing of Floricultural Products in the United States

An Annotated Bibliography

by
Susan C. Whitmore
and
Henry Gilbert

ACKNOWLEDGEMENTS

Publication of this bibliography was made possible by financial contributions through the American Floral Endowment by the following firms and organizations: American Floral Services, Inc., Florafax International, Florists' Transworld Delivery Association, Society of American Florists, Teleflora, Inc., and 800-Flowers.

The authors are grateful to M. Truman Fossum for reviewing the manuscript and to Elvena Proctor for typing the manuscript.

Susan Whitmore and Henry Gilbert are reference librarians with the USDA's National Agricultural Library, Beltsville, MD 20705. Telephone: (301) 344–3875.

CONTENTS

page

Introduction v

I. Sources of Statistics 1

II. Journals, Newsletters, and other Serial Publications 3

III. Books and Reports 6

IV. USDA, State, and Experiment Station Publications 10

V. Dissertations and Theses 16

VI. Bibliographies 17

VII. Indexes to the Literature 19

VIII. Associations, Organizations, Agencies, and Foundations

A. Floriculture-Related Marketing Associations and Agencies 23

B. Floriculture-Related National and Regional Associations, Organizations, and Foundations 23

C. Floriculture-Related State Associations and Organizations 26

IX. Additional Sources of Marketing Information 35

Author Index 37

Title Index 38

INTRODUCTION

This bibliography is intended to provide persons interested in the marketing of floricultural products with an annotated listing of current and available publications and resources. Marketing can include an aggregate of functions involved in moving goods from producer to consumer. This bibliography focuses on works that deal with the statistics of production and sales, costs, economics, marketing channels, consumer demand, advertising, merchandising, procurement, market structure, pricing, and consumer profiles of primarily cut flowers and secondarily other floriculturally related products.

Included are sources of statistical information; a list of journals, newsletters, and other serial publications which routinely contain marketing information; books with substantial amounts of information on this topic; U.S. Department of Agriculture, State experiment station, and Extension Service publications; and dissertations and theses. References included in these sections span the period from 1970 to the present. Citations to works prior to this period may be obtained from the bibliographies which list references from the early 1940's to the early 1970's. Additional historical information is contained in the M. Truman Fossum Floriculture Collection at the National Agricultural Library. A register of this collection is listed in the bibliography section. Journal articles on floricultural marketing are not included in this publication but are referenced in the bibliography entitled *Floricultural Marketing, 1970–86.* Additional references may be found by consulting the online and printed indices. Additional marketing information may be gathered by contacting the associations or consulting the materials on general marketing listed in section IX.

References were gathered by consulting a number of sources. Major indices and references consulted include *The Bibliography of Agriculture* (AGRICOLA), The Library of Congress card catalog (SCORPIO), OCLC (Online Library Computer Center, Inc.), *Encyclopedia of Associations, Biological & Agricultural Index, Dissertation Abstracts International, The Standard Periodical Directory,* and the *Agricultural Databases Directory.* Any persons knowing of pertinent references which have been omitted are invited to send a copy of the publication to the authors of this bibliography.

The annotations are an attempt to give an idea of the contents of the publication and are not to be construed as either a positive or negative recommendation. Nor is inclusion or exclusion of any publication in this bibliography to be regarded as an endorsement or lack of it. The authors did not review a few publications and therefore did not include annotations. Prices quoted were correct when the bibliography was published. It is suggested that readers write or call the particular source for subscription information.

Most of the referenced publications are in the National Agricultural Library and NAL's call number is given after the annotation. References lacking call numbers must be obtained from a source other than the NAL.

I. SOURCES OF STATISTICS

1. **Census of horticultural specialities.** U.S. Dept. of Commerce, Bureau of the Census, Washington, DC, Government Printing Office, 1982. Superintendent of Documents, Government Printing Office, Washington, DC 20402. GPO Stock Number 003–004–03627–4. Price $7.00.

The 1979 Census of Horticultural Specialties is the most recent census and appears as Volume 5, Part 7 of the 1978 Census of Agriculture. Previous horticultural censuses were made in 1890, 1930, 1950, 1959 and 1969.

Data are presented in tabular form giving national, regional, state and county statistics for such commodities as cut flowers, bedding plants, potted plants, flower seeds, bulbs, and the like. Tables include number of establishments, sales, selected production expense, numbers sold, land area use, irrigation, hired labor, sales and labor, and establishments and sales by kinds of business, type of ownership, etc.

NAL call no. HD1753.A3.1978

2. **Floriculture crops.** U.S. Dept. of Agriculture, Crop Reporting Board, Washington, DC 20250. Telephone no. (202) 447–4021. Annual, $1.75.

Published annually since 1956 except 1960, 1982 and 1983. Production and sales figures for 28 crops including cut flowers, flowering potted plants, foliage, bedding and garden plants, cut cultivated greens, and special Hawaiian crops. Data are collected annually by survey from commercial growers in (currently) 28 states, presented in text and table format with statistics for the current year, previous year, and intentions for the following year.

NAL call no. A81.M342C

3. **Fresh fruit and vegetables. Ornamental crops: weekly summary - shipments and arrivals.** U.S. Dept. of Agriculture, Agricultural Marketing Service, Fruit and Vegetable Division, Market News Branch, Washington, DC 20250. (202) 447–3343. Weekly, $72/yr.

Since 1981, a weekly summary of available domestic shipments of ornamental crops reported from California and Florida on a limited number of cut flowers and decorative greens. Listings of foreign arrivals are obtained from the records of the Animal and Plant Health Inspection Service at ports of entry into the U.S. Data are shown in units of 1000 stems.

NAL call no. aHD9241.U5A3

4. **Horticultural products reviews.** U.S. Dept. of Agriculture, Foreign Agricultural Service, Washington, DC 20250. Telephone no. (202) 382–9445. Monthly, $20/yr. U.S., $30/yr. Foreign.

Published since 1982. Figures for U.S. imports of roses and carnations from Colombia are given for the current month, the same month, the previous year, season to date, and the last full season. Text is in table format.

NAL call no. aSB319.4.F6

5. **Ornamental crop reports** are published by the Market News Services of State agencies in cooperation with the U.S. Department of Agriculture.

Following are the various types of market reports cited:

Terminal market reports - wholesale prices paid by retailers per unit (per bunch, flower, dozen, etc). New York City reports volume of ornamentals placed by wholesalers but does not show direct shipments to retailers. Volume reports not available at other terminal markets.

Shipping points reports - prices reported by types of sale and shows what the grower or shipper receives per unit. Volume of domestic shipments is reported for major cut flowers grown in California and Florida and issued from offices in those states.

Ornamental Crops National Trends - published each Friday from the San Francisco market news office. Data include shipments, prices, trading for the past week, crop conditions, harvesting, outlook for the next two weeks, and observations from reporters covering terminal wholesale flower markets.

Reports may be obtained by subscription from the Market News Branch, Agricultural Marketing Service, U.S. Dept. of Agriculture, Washington, D.C. 20250, telephone no. (202) 447–2175 , or directly from the following state market news offices.

BOSTON

Boston ornamental crops report, (Terminal) weekly, $72/yr.

Boston ornamental crops wholesale market prices and shipping point prices, Annual, $8/yr.

Available from: Fruit and Vegetable Market News
Boston Market Terminal, Room 10
34 Market Street
Everett, MA 02149
(617) 387–4498

FLORIDA

Florida cut flower and fern report (shipping point) twice weekly, $108/yr.

Florida cut flower and fern summary, Annual, $8/yr.

Available from: Federal-State Market News
P.O. Box 1148
2221 Lee Road, Suite 26
Winter Park, FL 32790
(305) 628–8686

HONOLULU

Honolulu ornamental crops market news (terminal), weekly, free.

Available from: Hawaii Dept. of Agriculture Market News Branch
P.O. Box 22159
Annex Building, Room 213
1428 South King Street
Honolulu, HI 96822
(808) 548–7161

MIAMI

Miami ornamental crops report (shipping point), twice weekly, $108/yr. Imported ornamentals.

Available from: Market News Service
Miami Produce Center
1200 NW 21st Terrace, Suite 3
Miami, FL 33142
(305) 326–1254

NEW YORK

New York City ornamental crops report (terminal), twice weekly, $25/yr.

Available from: Federal-State Market News Service
N.Y. State Dept. of Agriculture and Markets
Room 2725
2 World Trade Center
New York, N.Y. 10047
(212) 488–4825

PHILADELPHIA

Philadelphia wholesale ornamental crops report (terminal), twice weekly, $108/yr. (Includes Pittsburgh wholesale market issued twice weekly).

Philadelphia and Pittsburg ornamental crops summary (terminal), Annual, $8/yr.

Available from: Federal-State Market News
261 Produce Building
3301 South Galloway Street
Philadelphia, PA 19148
(215) 597–4536

SAN FRANCISCO

San Francisco ornamental crops market report (terminal), twice weekly, $108/yr.

San Francisco ornamental crops national market trends (shipping point), weekly, $72/yr.

San Francisco ornamental crops production report (shipping point), twice weekly, $108/yr.

San Francisco marketing California ornamental crops (terminal and shipping point), Annual $8/yr.

Available from: Federal-State Market News Service
630 Sansome Street, Room 727
San Francisco, CA 94111
(415) 556–5567

SEATTLE

Seattle ornamental report, bi-weekly, $108/yr.

Seattle - Takoma ornamental crop wholesale market prices, Annual, $8/yr.

Available from: Federal-State Market News
P.O. Box 48099
Interwest Saving Bank
15111 8th Avenue, SW, Suite 302
Seattle, WA 98148
(206) 241–8913

II. JOURNALS, NEWSLETTERS, AND OTHER SERIAL PUBLICATIONS

1. **ALI.** American Association of Nurserymen, 1250 I Street, NW, Suite 500, Washington, DC 20005. Telephone no. (202) 789–2900. Quarterly. $12/yr. non-members, free to members.

Published since 1973 for the allied landscape industry with articles on landscaping, marketing and nursery business management.

NAL call no. SB1.A8

2. **Bulletin.** Illinois State Florist Association, Dan Iron, Executive Director, 505 South 23rd Street, Mattoon, IL, 61938. Telephone no. (217) 258–8969. 6x/yr. $40 dues.

Contains articles on production, bedding and pot plants, plant protection, the floral industry, association news and marketing articles.

NAL call no. 81 IL65

3. **Bulletin.** Pennsylvania Flower Growers, 12 Cavalier Drive, Ambler, PA 19002. Telephone no. (215) 646-7550. 8x/yr. $20/yr.

Published since 1950 (formerly *Florist Bulletin*) for producers of greenhouse grown bedding plants, pot plants, and cut flowers. Includes articles on plant protection, business management and occasional marketing articles.

NAL call no. 80 P382

4. **Connecticut greenhouse newsletter.** Connecticut Cooperative Extension Service. Department of Plant Science, U–67, University of Connecticut, Storrs, CT 06268. Telephone no. (203) 486–3435. Bi-monthly. Subscription $6/yr.

Published since 1964 and is grower oriented with articles on greenhouse practices, cultural information and research.

NAL call no. SB415.C625

5. **Floral and nursery times.** P.O. Box 699, 328 Linden Ave., Wilmette, IL 60091. Telephone no. (312) 256–8777. Twice monthly. $17/yr.

Contains industry news, advertisements and classified ads.

6. **Floral marketing directory and buyer's guide.** Floral Marketing Division of the Produce Marketing Association (PMA), 1500 Casho Mill Road, P.O. Box 6036, Newark, DE 19714–6036. Telephone no. (302) 738–7100. Annual. $25.00/copy members, $45.00/copy nonmembers.

Lists PMA floral growers, shippers, brokers, wholesalers, accessory manufacturers, consultants and suppliers who have products and services available to the supermarket industry. Contains index to growers and suppliers of floral products and list of PMA supermarkets that sell flowers, plants and floral accessories to the public.

NAL call no. SB404.U6F6

7. **Floral mass marketing.** Cenflo, Inc., 549 West Randolph Street, Chicago, IL 60606. Telephone no. (312) 236–8648 (800) 732–4581. Currently incorporated with *Flower News* as weekly feature.

Newsletter on mass marketing in the floral industry published since 1982 for floral and nursery products buyers at supermarkets, discount stores, variety stores, department stores, and large garden centers.

8. **Floral report.** Floral Index, Inc., 20 North Wackner Dr., Suite 1928, Chicago, IL 60606. Telephone (312) 641–5092.

9. **Florida foliage.** Florida Foliage Association, 57 East Third Street, Apopka, FL 32703. Telephone no. (305) 886–1036. Monthly. $30/yr. (ISSN: 0741–1448).

Published since 1977 as the official publication of the indoor foliage industry for growers and allied suppliers of the indoor foliage industry worldwide, but principally in Florida. Features include articles on transportation, greenhouses, new plant varieties, pesticides, marketing, education, new products, and tissue culture. Contents include editorials, industry and trade news and notices of meetings. Includes center pull-out on foliage plant production called *Foliage Digest*. The Association also publishes a yearly buying guide to foliage plants in Florida called *Foliage Locator*.

NAL call no. SB431.F46

10. **Florist.** Florist's Transworld Delivery Association, 29200 Northwestern Highway, P.O. Box 2227, Southfield, MI 48037. Telephone no. (313) 355–9300. Monthly. Subscription-$24/yr. U.S. and Canada; $28/yr. foreign.

Published since 1967 for the commercial florist and allied industries. Articles on use, care and handling of flowers and plants, design, marketing and management. Also information on trade and business news, new products, and extensive advertising. Publishes an *Annual Buyer's Directory*

NAL call no. SB403.F6

11. **Florist's review.** Florist's Review Enterprises, Inc., Suite 105, 2231 Wanamaker P.O., Box 4368, Topeka, KS 66614. Telephone no. (913) 273–1734. Monthly. $25/yr. U.S., $30/yr. foreign.

Published since 1897, for commercial florists, growers, and members of the trade. Information on news of current interest, articles on care and use of plants, culture, design and business management. Has extensive classified ads section including lists of trade and reference books.

NAL call no. 80.W41

12. **Flower news.** Cenflo, Inc., 549 W. Randolph Street, Chicago, IL 60606. Telephone no. (312) 236–8648. Weekly. $15/yr.

Published since 1947, for the commercial florist and flower grower. Has business news, reports of meetings, lists upcoming events, including training and instruction courses to be given, catalogs available, and many classified ads. A special monthly section, the *Growers Digest* has news and reports on current research, new publications, upcoming events of interest to the grower.

NAL call no. SB443.3.F6

13. **Flowers &.** Teleflora Inc, Teleflora Plaza, Suite 260, 12233 West Olympic Blvd., Los Angeles, CA 90064. Telephone no. (213) 826–5253. Monthly $24/yr. $35/yr foreign. (ISSN: 0199–4751).

A floral trade magazine published since 1980 for retail florists, wholesalers, growers, suppliers, educators and students about shop management, floral designs and product merchandising. Includes industry news, business advice and new product information. A buyer's guide is published in July.

14. **Greenhouse grower.** Meister Publishing Co., 37841 Euclid Ave., Willoughby, OH 44094. Telephone no. (216) 942–2000. Monthly. $12/yr. (ISSN: 0745–7324).

Published since 1983 for the grower of crops produced under glass or plastic with emphasis on new products, pest control and management. Yearly buyer's guide.

15. **GrowerTalks.** P. O. Box 501, W. Chicago, IL 60185. Telephone no. (312) 293–5020. Monthly. $19/yr. (ISSN: 0276–9433).

Published since 1937. Includes articles on plant production and protection for greenhouse grown bedding plants, pot plants, foliage and cut flowers; new plant varieties; conference and industry news; and marketing.

NAL call no. 80 G91

16. **HortScience.** American Society for Horticultural Science, 701 N. Saint Asaph Street, Alexandria, VA 22314–1998. Telephone no. (703) 836–4606. Bimonthly. $135/yr. non-members . (ISSN: 0018–5345)

Published since 1966. Includes reviewed research articles on plant production and culture, postharvest horticulture, marketing and economics, education and extension, cellular and plant physiology, breeding, genetics, biotechnology, as well as symposia, view points, culture and germplasm releases, and papers from the annual International Horticultural Congress.

NAL call no. SB1.H6

17. **Interior landscape industry.** Horticultural Publishing Co., 111 North Canal Street, Suite 545, Chicago, IL 60606. Telephone no. (312) 782–5505 or outside Illinois (800) 621–5727. Monthly. $24/yr. U.S.; $30/yr. foreign. (ISSN: 0742–1648)

Published since 1984. Columns on plant health, pest management and business management. Includes articles on foliage plants, interior landscape design and marketing.

NAL call no. SB419.25.I57

18. **Interiorscape.** Brantwood Publications, Inc., Northwood Plaza Station, Clearwater, FL 34621. Telephone no. (813) 796–3877. Bimonthly. $12/yr.

Published since 1982 for the interiorscaping industry. Contains an annual foliage price list, an annual container source list, product reviews, plant variety selection information, and a marketing consultant column.

19. **Journal of the American Society for Horticultural Science.** American Society of Horticultural Science, 701 N. Saint Asaph Street, Alexandria, VA 22314–1998. Telephone no. (703) 836–4606. Bimonthly. $105/yr. non-members (ISSN: 0003–1062)

Has published since 1903 (Formerly *Proceedings of the . . .*) reviewed research articles on the following topics in horticulture: production and culture, postharvest, marketing and economics, cellular and plant physiology, breeding and genetics, biotechnology, and tropical horticulture.

NAL call no. 81 S012

20. **Marketletter.** Florists' Publishing Co., 111 North Canal Street, Suite 545, Chicago, IL 60606. Telephone no. (312) 782–5505. Weekly. (ISSN: 0886–1048)

Published August 1986 to 1988 for florists, floral distributors, wholesales, shippers, and supermarkets. Emphasis

was on marketing information for floral crops and floral industry business news with some grower information.

NAL call no. SB442.8.M37

21. **Michigan florist.** Michigan State Florists' Association, 2420 Science Parkway, Okemos, MI 48864. Telephone no. (517) 349–5754. Bimonthly. $35/yr. (ISSN: 0026–217X)

Published since 1942 for members of the floriculture industry. Includes association news, business information and occasional marketing articles.

NAL call no. 80 M588

22. **Nursery business.** Brantwood Publishing, Inc., Northwood Plaza Station, Clearwater, FL 34621. Telephone (813) 796–3877. Monthly alternates two editions: Industry Edition $15/yr. Retailer Edition $15/yr. (ISSN: 0029–6406).

Published since 1955 for the small to medium nursery. Contains articles on business management, new products including plants, industry news and marketing. Annually lists the 100 largest wholesale and retail nursery businesses.

NAL call no. 80 S0827

23. **Nursery manager.** Branch-Smith Publishing, 120 Saint Louis Ave., Fort Worth, TX 76104. Telephone no. (817) 332–8236. Monthly. $24/yr. (ISSN: 0746–973X).

Formerly *Southern Florist and Nurseryman* or *SF&N*. Contains articles on nursery management and marketing, landscape design, interiorscaping, new plant varieties, a monthly column on marketing, and a fall buyer's guide.

NAL call no. SB1.N86

24. **Ohio Florists' Association bulletin.** Ohio Florists' Association, 700 Ackerman Road, Suite 230, Columbus, OH 43202. Telephone no. (614) 267–1117. Monthly. $15/yr. (for Associate membership). (ISSN: 0030–090X).

Published since 1930 with information on plant production and care, the retail florist business, and marketing.

NAL call no. 81 0H36

25. **Produce marketing almanac.** Produce Marketing Association (PMA), 1500 Casho Mill Road, P.O. Box 6036, Newark, DE 19714. Telephone no. (302) 738–7100. Annual. $30 members, $50 non-memebers.

Published for 12 years as an information source for those who market fresh produce or floral products worldwide. The 1987 Almanac has an article giving a comprehensive market research analysis of retail involvement in the floral industry entitled "The Role of Floral Products in U.S. Supermarkets." Written by Dr. George Kress of Colorado State University, it is the seventh such study he has carried out since 1969. The 1988 almanac will include PMA's **Membership Directory.**

NAL call no. HD9002.P7

26. **Research bulletin.** Colorado Greenhouse Growers Association, Inc., 2785 North Speer Blvd., Suite 230, Denver, CO 80211. (303) 433–6423. Monthly. $75/yr. includes membership.

Articles on plant production, pest control, greenhouse management, microcomputer use in plant production, and, occasionally, marketing. Includes index

NAL call no. 81 C715

27. **SAF: business news for the floral industry.** Society of American Florists, 1601 Duke Street, Alexandria, VA 22314. Telephone no. (800) 336–4743 or (703) 836–8700. Monthly. $24/yr. non-member; $10/yr. member. (ISSN: 0517–1539).

Business news for the floral industry published since 1984. Contains marketing column and occasional marketing articles. Publishes biannual directory of sources of plants, flowers, supplies, equipment and services for all areas of the nursery greenhouse and florist industry.

28. **Supermarket floral.** The Packer, Vance Publishing Corp., P.O. Box 2939, Shawnee Mission, KS 66201. Telephone no. (913) 451–2200. Monthly. $15/yr. Free to wholesale or retail suppliers.

A new magazine for mass-market buyers, merchandisers and operators. The February 1988 issue contained articles on leased floral operations, preparing for Easter, orchid marketing, the art of promotion, new products and a self-service grocery.

29. **Who's who in floriculture.** Society of American Florists, 1601 Duke Street, Alexandria, VA 22314. Telephone no. (800) 336–4743 or (703) 836–8700. Annual. Free to members, $150 to non-members.

Membership list for the Society of American Florists.

NAL call no. 80 W62

III. BOOKS AND REPORTS

1. **AFMC consumer research 1979.** Alexandria, VA: Society of American Florists, American Floral Marketing Council, 1979. 300p. Available to AFMC participants for $25.

2. Berninger, Louis. **Profitable garden center management 2nd ed.** Reston, VA: Reston Publishing Company, Inc., 1982. 369p. (ISBN: 0–8359–5633–4).

A practical guide for garden center managers and horticulture students. Covers management concerns, care and selection of quality plant materials and equipment as well as pricing and merchandising strategies, business analysis, personnel, and maintenance practices. Includes a list of other sources of information. Includes index.

NAL call no. SB454.6.B47 1982

3. Boodley, James W. **The commerical greenhouse handbook.** New York: Van Nostrand Reinhold Company, 1981. 568p. (ISBN: 0–442–23146–6)

This book on commercial plant production develops the basic outlines of the economics of the industry and presents the individual's role within this environment. Principles and practical applications of commercial plant and flower production are examined in the first eight sections. The last section deals with harvesting and storage methods; the role of the wholesaler in the marketing and distribution of floriculture crops; and the retail florist, mass market and other outlets. Includes glossary and index.

NAL call no. SB415.B66

4. **Floral merchandising manual.** Alexandria, VA: United Fresh Fruit and Vegetable Association, 1983. 97p. Cost $5. Available from the Association.

5. Fossum, M. Truman. **Business cycle relationships for commercial floriculture for the United States, 1929–1979.** Silver Spring, MD: McArdle Printing Company, Inc. Prepared for Marketing Facts for Floriculture for the Society of American Florists' Endowment, July 1979. 20p.

Contains tables and graphs detailing such aspects of commercial floriculture as retail trade in dollars in the U.S., personal consumption expenditures, number of orders, the supply of floricultural crops, floriculture trade, and consumer price indices in the U.S.

6. Fossum, M. Truman (Comp.). **Economic analysis of the Florists' Telegraph Delivery Association since 1955.** Detroit: FTD Headquarters, 1962. 119p.

NAL call no. SB443.3 F6 1962

7. Fossum, M. Truman (Comp). **Economic analysis of the Florists' Transworld Delivery Association 1955–1966.** Detroit: FTD Headquarters, 1967. 238p.

A study complied by M. Truman Fossum under the direction of J.L. Bodette, J.P. Beitler and H.J. Beudert. Tabular and graphic data relevant to FTD are presented on the topics of members and sales; advertising; economy of the U.S. and Canada; marketing in the U.S. and Canada; florist crop production in the U.S. and Canada; foreign trade of the U.S.; retail florist sales by product, occasion or use; consumers; and "please omit."

NAL call no. SB443.3.F6 1967

8. Fossum, M. Truman (Comp.). **Economic analysis of the Florists' Transworld Delivery Association 1955–1971.** Detroit: FTD Headquarters, 1972. 38p.

NAL call no. SB443.3.F6 1972

9. Fossum, M. Truman. **Trends in commercial floriculture crop production and distribution: a statistical compendium for the United States 1945–1970.** Arlington, VA: Keuffel and Esser, 1973. 48p.

Presents tabular data, prepared for Marketing Facts for Floriculture under the auspices of the Society of American Florists' Endownment, on ornamental and floriculture crop production; floriculture crop production facilities and area; cut flower production; pot plant and related crop production; domestic and imported bulb crops; trends in cut-flower crop production; 1970 summary for specified floriculture crops; floriculture wholesale and retail trade; trends in general economy; and trends in floriculture distribution and prices. This compendium established a comprehensive marketing fact base for modern commercial floriculture.

NAL call no. SB405.F6

10. **FTD flower business fact book.** Southfield, MI: Florists' Transworld Delivery Association, 1986. 36p.

This book is a result of a survey of U.S. and Canadian FTD ownerships and report data which assess the size and growth of the retail floriculture industry. Topics covered include sales, cut-flower imports, domestic flowers and plants, channels of distribution, sales by occasion, business hours, employee data, advertising, computerization, training, consumer demographics, and products carried.

11. Geddes, Douglas, Richard H. Jones, and Porter Henegar. **The history of the Southern Nurserymen's Association, Inc. 1899–1974.** Nashville, TN: Southern Nurserymen's Association, Inc., 1974. 100p.

A history of the Southern Nurserymen's Association (SNA) from the decision in 1899 to organize such an association and covering such topics as legislation, trade shows, research worker conferences, early history of the Southern Nurserymen's Protective Association, the Slater Wright Award, past presidents of SNA, SNA by-laws, and the era of scientific progress.

NAL call no. SB1.D6

12. Gilmartin, Daniel J. **Since 1910: a history of Florists' Transworld Delivery Association.** Southfield, MI: Florists' Transworld Delivery Association, 1985. 154p.

A history of the Florists' Transworld Delivery Association beginning in 1910 when a group of florists met during a recess at the Society of American Florists convention and formed the United States' first continuing flowers-by-wire service. Well illustrated.

NAL call no. SB443.3.G5

13. Goodrich, Dana C. **Floral marketing.** New York: Lebhar-Friedman Books, 1980. 227 p. (ISBN: 0-912016-92-2)

Designed to be a comprehensive document that relates and integrates supermarkets and other mass market retail outlets with the floral industry and provides the historical and current perspective and operational guidelines essential to a profitable enterprise. Topics covered include marketing channels, consumer demands, grading, packing, transportation, advertising, procurement, merchandising and flower and plant care as they relate to the mass merchandising of floral products. Includes bibliography and index.

NAL call no. SB443.G65

14. Hanan, Joe J., Winfred D. Holley, and Kenneth L. Goldsberry. **Greenhouse management.** New York, Springer-Verlag, 1978. 530p. (ISBN: 3-540-08478-9).

A comprehensive text which covers all aspects of greenhouse crop production, business management, and marketing. The marketing section deals with topics such as trends, the retail florist and grower, wire services, wholesalers, cooperatives, pool systems, auctions, advertising, and mass markets. Includes glossary and index.

NAL call no. S405.A34 vol. 5 1978

15. Joiner, Jasper N. (ed). **Foliage plant production.** Englewood Cliffs, NJ: Prentice-Hall, Inc., 1981. 614 p. (ISBN: 0-13-322867-3)

Written as a college textbook and practical production guide for professional foliage plant producers on all aspects of foliage plant production and cultural techniques, marketing, problem diagnosis, species identification, and plant use and acclimatization. Marketing systems and problems are outlined and discussed in detail. Includes index and bibliographies.

NAL call no. SB431.F64

16. Jozwik, Francis X. **Plants for profit: a complete guide to growing and selling greenhouse crops.** Mills, WY: Andmar Press, 1984. 334p. (ISBN: 0-916781-00-3).

A text detailing greenhouse culture and marketing of ornamental plants. Practical recommendations are presented in each chapter. Chapter headings include "How to grow plants that sell," "Economics of greenhouse production," "Selling plants and flowers" and "Business management." Includes glossary, sources of supply, suggested literature and index.

NAL call no. SB415.J69

17. Kiplinger, D.C. and R.W. Langhans (eds.). **Easter lilies.** (s.l.): The New York and Ohio Lily Schools, 1967. 158p.

A multi-authored manual which brings together information about the Easter Lily for the grower. Topics covered include history, varieties and breeding, bulb handling and production, flowering, soils and fertilizers, watering, light and height control, timing, diseases, insects, preparation for the market, and marketing. The final two chapters on marketing were written by John Culbert and Dana Goodrich.

NAL call no. SB413.L7E3

18. Krone, Paul R. **Starting and managing a retail flower shop.** Washington, D.C.: Small Business Administration, 1970. 121p.

Intended to give a general idea of requirements for setting up and managing a flower shop. It points out some of the problems and rewards such as financing, equipment, location, lighting, care and handling, and personnel as well as advertising, promotion, pricing, management, and sources of additional information.

NAL call no. SB443.K76

19. Langhans, Robert W. (ed). **Chrysanthemums: a manual of the culture, diseases, insects and economics of chrysanthemums.** (s.l.): The New York State Extension Service Chrysanthemum School with the cooperation of the New York State Flower Growers Association, Inc., 1964. 185p.

A multi-authored manual covering all aspects of chrysanthemum production. The last two chapters are "Costs" by Dana Goodrich and "Grades" by William Hoffman and Dana Goodrich. Includes index.

NAL call no. SB413.C55C49

20. Langhans, Robert W. (ed.). **Snapdragons: a manual of the culture, insects and diseases, and economics of snapdragons.** (s.l.): The New York State Extension Service Snapdragon School with the cooperation of the New York State Flower Growers Association Inc., 1962. 93p.

Each of thirteen individually authored chapters deals with a different aspect of the culture, insects and diseases of snapdragons. The final chapter authored by Dana Goodrich covers grading and marketing.

NAL call no. QK495.S43L3

21. Larson, Roy A. (ed). **Introduction to floriculture.** New York: Academic Press, 1980. 607p.

A mult-authored textbook concerned with the production of floricultural crops - major and minor greenhouse and field crops including potted plants and cut flowers - for students and commercial growers. Chapters on each of the major floricultural crops include such information as handling, postharvest care, marketing and consumer satisfaction. Includes glossary and index.

NAL call no. SB405.I55

22. Laurie, Alex, D.C. Kiplinger, and Kennard S. Nelson. **Commerical flower forcing: the fundamentals and their practical application to the culture of greenhouse crops.** New York: McGraw-Hill Book Company, 1979. 438p. (ISBN: 0-07-036633-0)

A text designed for use by college students and by operators and workers in the floriculture industry. Presents basic information on plants, soils, pathogens, pests, engineering and marketing. The marketing section covers topics such as channels of distribution, preparation of flowers for market, keeping qualities of cut flowers, labor and costs. Includes index.

NAL call no. SB415.L3 1979

23. Nelson, Kennard S. **Greenhouse management for flower and plant production.** Danville, IL: The Interstate Printers and Publishers, Inc., 1980. 250p. (ISBN: 0-8134-2070-9).

Covers a number of aspects of greenhouse management including business management, physical facilities, crop rotations and scheduling, and air and soil environments. The last chapter is an introduction to the management of marketing which covers market potential, promotion, pricing, and the marketing place. Contains annotated bibliographies.

NAL call no. SB415.N43 1980

24. Nelson, Paul V. **Greenhouse operation and management 2nd ed.** Reston, VA: Reston Publishing Co., Inc., 1981. 563p. (ISBN: 0-8359-2576-5).

A text designed to prepare one for a career in floriculture. Topics discussed include greenhouse construction and management, rooting, watering, fertilization, light and temperature, insect and disease control, post-harvest handling, marketing, and business management. The marketing section includes information on packaging, grades and standards, the market system and advertising. Includes suggested readings, glossary and index.

NAL call no. SB415.N44 1981

25. Pfahl, Peter B. and P. Blair Pfahl, Jr. **The retail florist business.** Danville, IL: The Interstate Printers and Publishers, Inc., 1983. 498p. (ISBN: 0-8134-2250-7).

A textbook written for college, high school and vocational students who expect to become retail florists or work in the retail florist industry. Summarizes activities and tries to present several ways of doing each of the jobs involved in operating and managing a retail florist shop. Divided into four parts: business management, floral design, special aspects (foliage plants, permanent flowers, commercial accounts and holiday preparation), and marketing. The marketing section contains information on marketing channels, wholesale florist, co-ops and auctions. The business management section covers pricing, advertising, merchandising, salesmanship, customer preferences, packing, insulation, storage, grading, standards and delivery. Includes index and glossary. Previous editions in 1966, 1973 and 1977.

NAL call no. SB443.P4 1983

26. Robertson, Jerry L. and George L. Staby. **The United States floriculture industry: a comprehensive report and analysis.** Washington, DC: Produce Research and information Services, Inc., 1977. 351p.

A comprehensive analysis of the floriculture industry in the United States commissioned by the Produce Research and Information Services and available only to those who subscribed to it. It covers the major areas of interest to those who grow, distribute, and retail floriculture products, as well

as to suppliers of the industry. It provides expense and revenue analyses, profitability analyses, reviews the latest agricultural and technological innovations, and examines new packaging and preservation techniques. It explores the changing distribution patterns of floral products, as well as the rapidly growing and rapidly changing retail and consumer markets. It analyses industry trends and developments through 1982, and makes forecasts of expected new developments during this period.

NAL call no. SB404.6.U5R6

27. **SAF floral marketing report - 1985.** Alexandria, VA: Society of American Florists, 1985. 400p. $50 memebers. $150 non-members.

Report on U.S. attitudes towards and usage of floricultural products meant to generate a basic understanding of the floricultural market. The results of this consumer marketing research project are divided into five sections: total results for men and women; purchasing behavior groups; buying option groups; floral concerns groups; and self-use. A research "Summaries and Recommendations" package is available free from the Society upon request.

28. Southern Florists and Nurseryman. **Business tricks of the trade.** Fort Worth, TX: Southern Florists and Nurseryman, 1979. 84p.

A collection of articles by various authors covering such topics as business management, motivating employees, credit, educating customers, pricing, budgets, taxes, adding a florist shop, merchandising, displays, direct mail, advertising, promotions, cost savings measures, etc. for nursery people.

NAL call no. SB443.S6

29. Sullivan, Glenn H., Jerry L. Robertson, and George L. Staby. **Management for retail florists: with applications to nurseries and garden centers.** San Francisco: W. H. Freeman and Company, 1980. 545p. (ISBN: 0–7167–1196–6)

A text covering the basic principles and practices for successful retail management of businesses in the ornamental horticultural industries and prepared for university students studying floral and nursery retailing and for retail florists, nursery owners, and their employees in the industry. Divided into four parts: floriculture marketing and the market system, principles of retail florist management, management applications to the garden center and retail nursery business, principles and practices for handling floral and nursery crops. Contains bibliographies, glossary and index.

NAL call no. SB443.S94

30. White, Richard P. **A century of service: a history of the nursery industry association of the United States.** Washington, DC.: The American Association of Nurserymen Inc., 1975. 521p.

A history detailing the purposes, objectives and activities of the American Association of Nurserymen, the many allied associations and the nursery owners that were influential in shaping the associations. Subjects covered include education and training, grades and standards, insurance, marketing, nomenclature, publicity, quarantines, trade, statistics, and many other topics.

NAL call no. SB83.W5

31. Williams, Marc. **Flowers-by-wire; the story of the Florists' Telegraph Delivery Association.** Detroit: Mercury House, 1960. 427p.

A fifty-year history of the Florists' Telegraph Delivery Association which chronicles the pioneering of the flowers-by-wire concept.

NAL call no. 96.04 W67

IV. USDA, STATE, AND EXPERIMENT STATION PUBLICATIONS

1. Bange, Gerald A. **An analysis of floral wholesaling facilities in Los Angeles, California.** U.S. Dept. of Agriculture, Agricultural Research Service, Marketing Research Report no. 1042, January 1976. 38p.

The purpose of this analysis was to (1) describe the wholesale flower market facilities in Los Angeles to determine adequacy for present and future needs, (2) quantify and project the sales volume of firms operating in the Los Angeles wholesale flower market, (3) determine the feasibility of renovating existing facilities, (4) establish the kind and amount of facilities required for efficient wholesale marketing, and (5) outline the costs and benefits of relocating and constructing new facilities to meet present needs and to provide for anticipated growth.

NAL call no. 1AG84MR

2. Brown, James A., Jr. and F. W. Williams. **The Georgia wholesale flower industry.** University of Georgia, College of Agriculture Experiment Station, Research Report no. 132, June 1972. 36p.

Twenty-three wholesale firms throughout the state were studied to determine wholesale market structure of the cut flower industry in Georgia with particular emphasis on: (1) describing selected characteristics and business practices of wholesale florists, (2) determining supply sources and market outlets of wholesale florists, and (3) identifying and evaluating changes in market practices occurring between 1964 and 1969.

NAL call no. S51.E22

3. Estes, Edmund, Stephen Raleigh, and Jules V. Powell. **Retailing florists crops through mass merchandising outlets in four western metropolitan areas.** U.S. Dept. of Agriculture, Economic Research Service, AGERS 29, May 1977. 44p. Available only from NTIS, publication no. PB–266 972.

This report presents results obtained from flower growers, wholesale and retail florists, and merchandisers in Oklahoma City, Phoenix, Portland, and Sacramento.

Objectives of the study include: (1) estimating the characteristics of the mass merchandising market on both a national and regional basis, (2) determining the types and sizes of firms mainly engaged in mass marketing floricultural products, and (3) determining current practices and problems of mass merchandisers.

NAL call no. aSB443.E3

4. **Flowers and foliage plants: production and sales in selected states, 1956–68.** U.S. Dept. of Agriculture, Statistical Reporting Service, Crop Reporting Board, Statistical Bulletin no. 442, June 1969. 44p.

This bulletin contains in tabular form all the series of commercial floricultural estimates of the USDA's Crop Reporting Board. The estimates are based on annual reports from flower and foliage plant growers. Figures for 1959 are based on a tabulation of preliminary data from the U.S. Census of Agriculture for Horticultural Specialities. No survey was conducted for the 1960 crop year. Annual estimates are published in May each year in *Flowers and Foliage Plants.*

NAL call no. 1Ag84ST

5. Goodrich, Dana C. Jr. **Plant Shops: selected economic characteristics.** Cornell University Agricultural Experiment Station, Dept. of Agricultural Economics, A.E. Res. 78–10, July 1978. 21p.

NAL call no. 281.9 C81A

6. Goodrich, Dana C., Jr. **Selected operating practices of retail florists.** Cornell University, Dept. of Agricultural Economics, A.E. Res. no. 81–13, August 1981. 15p.

In light of the increased competition from supermarkets and mass merchandisers, this report examines operating practices and the status of horizontal coordination (cooperation in operations) among 108 retail florists in two upstate New York markets. Results indicate that horizontal coordination was not common. Other than localized advertising programs, which were most frequently cited in shared ventures, coordination in purchasing, credit and delivery was rare. The study also indicated that more than half of the establishments participated in related endeavors such as flower production, wholesaling, plant rental, interior landscaping and branch retailing.

NAL call no 281.9C81A

7. Goodrich, Dana and Urbain Avermaete. **Retaining florist crops through mass merchandising outlets: Rochester, New York and Hartford, Connecticut.** Cornell University, Dept. of Agricultural Economics, A.E.Res.75–8, June 1975. 25p.

This is the report of a study to document the role of mass merchandising by non-florist firms in the retailing of florist crops. Objectives were: (1) to determine the approximate share of the total flower market held by mass merchandisers, retail florists, and other retailers of florists crops and (2)

to define selected operating practices followed by mass merchandisers in flower retailing operations.

NAL call no. 281.9 C81A

8. Goodrich, Dana and Charles Krueger. **The role of nearby growers in Northeast flower markets.** Cornell Agricultural Experiment Station, Cornell University, Dept. of Agricultural Economics, A.E. Res. 74–1, February 1974. 35p.

A study to identify the role of the local grower, operating within 50–75 miles of the Boston and New York terminal wholesale flower markets, to determine grower marketing practices and types of crops grown. A total gross annual sales of $22.6 million was reported, with an average of $146,000 per grower. One half of the sales were from cut flowers, three-eighths from flowering potted plants, and the rest from foliage and bedding plants.

NAL cal no 281.9 C81A

9. Goodrich, D. C., G. H. Sullivan, and J.V. Powell. **Selected terminal wholesale markets for flowers.** U.S. Dept. of Agriculture, Economic Research Service, Marketing Research Report no. 1005, July 1973. 42p.

This report describes and analyzes the organization and marketing practices of 13 selected terminal wholesale markets for flowers in the United States. Personal interviews were conducted with personnel in 136 wholesale flower firms in the markets studied. Sales by type of flower and type of customer are analyzed, as are pricing policies, credit, terms of sale, and other services.

NAL call no. 1AG84MR

10. Goodrich, Dana and D.B. Whitaker. **Selected purchasing practices of retail florists.** Cornell University, Dept. of Agricultural Economics, A.E. Res. no. 334, August 1971. 14p.

This study investigates the business relationship between retail florists and their suppliers from two upstate New York market areas with information gathered from 81 stores.

Data from 8 tables are presented and discussed in the accompanying text which covers such topics as location and size of businesses, types of cut-flower suppliers, role of local suppliers, ordering frequency, standing orders, bargaining, unsatisfactory product quality, etc.

NAL call no. 281.9 C81A (2)

11. Goodrich, Dana and D.B. Whitaker. **Structure and organization of selected terminal wholesale markets for flowers in the Northeast.** Cornell University, Dept. of Agricultural Economics, A.E. Res. no. 340, January 1972. 39p.

As part of a nationwide study of terminal wholesale flower markets, the survey presents data obtained with the participation of 64 wholesale florists in the Boston, New York, and Philadelphia markets.

NAL call no. 281.9C81A

12. Guilfoy, Robert F., Jr. **Pool delivery systems for wholesale florists in urban areas.** U.S. Dept. of Agriculture, Agricultural Research Service, Marketing Research Report no. 1043, July 1975. 14p.

This research indicates that some wholesale florists located in urban areas could save as much as 50 percent in delivery costs through conversion from a nonpool (conventional) delivery system to a pool delivery system in conjunction with establishment of a separate delivery change to retailers. Four delivery pools were studied: a nonprofit service cooperative owned by the wholesalers, and three commercial trucking services.

NAL call no. 1AG84MR

13. Gunter, Dan L. **Business analysis of foliage nurseries in central Florida, 1977.** University of Florida, Institute of Food and Agricultural Sciences, Food and Resources Economics Dept., Economic Information Report no. 101, November 1978. 21p.

Information is presented on sales, costs, and production efficiency of foliage nurseries to: (1) furnish nursery people various physical and economic measures that may be used in evaluating the efficiency of individual nurseries, (2) supply cooperating nursery owners data so that they may make more informed management decisions, (3) provide individuals considering entering the wholesale foliage production business an estimate of financial requirements, and (4) provide Florida extension personnel data which can be used in educational programs with nurseryman. A similar publication for 1978 was issued as Economic Information Report no. 128.

NAL call no. HD9007.F6F6

14. Gunter, D.L. **Business analysis of foliage nurseries in south Florida, 1977.** University of Florida, Institute of Food and Agricultural Sciences, Food and Resource Economics Department, Economic Information Report no. 104, January 1979. 20p.

This business analysis report presents information on sales, costs, and production efficiency aspects of foliage nurseries in south Florida. A companion publication presents similar

information for central Florida (see listing above). A similar publication for 1978 was issued as Economic Information Report no. 135.

NAL call no. HD9007.F6F6

15. Hall, Richard. **Organization and practices of selected terminal wholesale flower markets in the West.** U.S. Dept. of Agriculture, Economic Research Service, Marketing Research Report no. 960, June 1972. 19p.

This report, part of a nationwide study of terminal wholesale flower markets, includes data on 22 wholesalers in two western markets - Los Angeles and San Francisco. Among the findings, it was determined that most of the cut flowers sold in the two markets were produced in California. Carnations, chrysanthemuns, gladioli, and roses accounted for 77 percent of total sales, other perishables an additional 21 percent.

NAL call no. 1AG84MR

16. Hall, Richard and Stephen M. Raleigh. **Commerical floriculture and related products: an analysis of purchases and buyers of goods and services, marketing year ended May 1967.** U.S. Dept. of Agriculture, Economic Research Service, Marketing Research Report no. 855, July 1969. 12p.

Retail purchases of cut flowers, flowering plants, and related products were studied. Data showed that over 60% of adults made purchases from either commercial floricultural or ornamental horticultural industries. Floral arrangements led with both total purchases (21%) and (37%) percent of value. Sharing the number two position were potted plants with 17% total purchases and unarranged cut flowers with 15% percent of value.

NAL call no. 1AG84MR

17. Hall, Richard, and Stephen M. Raleigh, Jr. **Horticultural service businesses: dollar volumes and state rankings.** U.S. Dept. of Agriculture, Economic Research Services, Publication no. ERS-526, August 1973. 10p.

Horticultural services, which include landscape planning and counseling; lawn, tree, and garden services; golf course and cemetery maintenance, recorded $545 million in gross receipts in 1969. Five states - California, Florida, New York, Ohio, and Pennsylvania - accounted for fifty-two percent of the business.

NAL call no. A281.9 AG83E

18. Hall, Richard and Stephen Raleigh. **Marketing practices of growers of flowers and plants: Philadelphia, Baltimore, Washington, D.C.** U.S. Department of Agriculture, Economic Research Service, Publication no. ERS-593, March 1975. 42p.

This study is the result of interviews with 105 growers concerning market organization and practice from 1966 to 1971, and their expectations for 1975. Chrysanthemums, carnations, gladioli, and roses accounted for 87% of all cut flowers by growers interviewed, with roses making up almost half of the value of all cut flowers produced. Growers foresaw little change in their marketing practices through 1976.

NAL call no. A281.9 AG83E

19. Havas, Nick. **A graphic view of the retail florist industry: marketing and management practices.** U.S. Dept. of Agriculture, Economic Research Service, Marketing Research Report no. 788, April 1967. 48p.

This survey was based on information obtained from over 2500 retail florists during a national survey conducted from May 1965. Among the findings, retail florists account for over $1 billion in sales annually and provided nearly 100,000 jobs, and most florists are owner-managers with annual sales under $50,000.

NAL call no. 1 AG84MR

20. Henderson, Peter L. and Harold R. Linstrom. **Farmer-to-consumer direct marketing in six states.** U.S. Dept. of Agriculture, Economics, Statistics, and Cooperatives Service, Agricultural Information Bulletin no. 436, July 1980. 44p.

Nearly 62,000 farmers in Indiana, Michigan, New Jersey, North Carolina, Ohio, and Pennsylvania sold about $260 million worth of farm products directly to consumers in 1978. Direct sales represented 2 percent of total farm income in the six states. Leading in sales value were floral crops, sweet corn, tomatoes, and melons. Direct sales from the farmhouse were the most frequently used direct marketing method, followed by roadside stands. Others included pick-your-own, farmers' markets, house-to-house, and farm stores.

NAL call no. 1 AG84AB

21. Henderson, Peter L. and Harold R. Linstrom. **Farmer-to-consumer direct marketing, selected states, 1979-80.** U.S. Dept. of Agriculture, Economic Research Service, Statistical Bulletin no. 681, February 1982. 86p.

Direct farmer-to-consumer marketing includes any method by which farmers sell their products directly to consumers. This study was done during 1979 and 1980 covering 16 selected states with over 5000 farmers surveyed. The leading products sold (by dollar value) were floral and nursery products, including bedding plants, apples, peaches, strawberries, sweet corn, etc. Most of the direct-market farmers surveyed were small farmers with total farm sales of under $20,000 annually. In addition about 65% were part time with off-farm sources of income.

NAL call no. 1 AG84ST

22. Myers, L.H. and F.A. Taha. **Retailing floral and foliage crops through mass merchandising outlets in selected southern metropolitan areas.** University of Florida, Institute of Food and Agricultural Sciences, Food and Resource Economics Dept., Economics Report no. 80, August 1976. 41p.

Retail florists, growers, wholesalers and mass merchandisers were surveyed in Birmingham, AL, Memphis, TN and Tampa-St. Petersburg, FL to determine the characteristics of the mass market for selected floral and foliage crops. Crop types were grouped into cut flowers, potted flowering plants, foliage plants and bedding plants. Results suggest that mass merchandisers have realized an increase in their share of the floral and foliage market between 1971–72 and 1973–74. Retail florists reported mixed feelings regarding the competitive impact of the mass merchandising of flowers and foliage plants.

23. Powell, Jules V. **Marketing economics research for commerical floriculture.** U.S. Dept. of Agriculture, Economic Research Service, Marketing Economics Division, Unnumbered publication, August 1972. 14p.

24. Powell, Jules V. and Victor G. Edman. **Marketing flowers: credit and financing problems of retail and wholesale florists in four Iowa cities.** U.S. Dept. of Agriculture, Economic Research Service, Marketing Research Report no. 704, April 1965. 27p.

This study of the credit and financing problems of wholesale and retail florists was conducted in Iowa because of its central location in the United States. Data presented were obtained through interviews with 46 retail and 10 wholesale florists. Results are reported in tabular and textual form on such parameters as size and age of firms, legal organization of firms, wire-service membership, number of employees, retail sales, cash and credit sales, sources of supply, financing, credit, extending and obtaining credit and results of interviews with officials of 12 banks to determine whether they considered florists to be credit risks.

NAL call no. 1 Ag84MR

25. Powell, Jules V., Richard Hall, and Stephen M. Raleigh. **Shipping point markets for flowers: practices and problems of California and Flordia shippers.** U.S. Dept. of Agriculture, Economic Research Service, Marketing Research Report no. 972, August 1972. 37p.

This report describes and analyzes the organization and marketing practices of shipping-point markets for flowers in California and Florida. Personal interviews were conducted with 50 firms - 27 in California and 23 in Florida.

NAL call no. 1AG84MR

26. Powell, Jules V. and Stephen M. Raleigh. **Horticultural specialty crops - production and marketing trends, 1948–65.** U.S. Dept. of Agriculture, Economic Research Service, Statistical Bulletin no. 422, April 1968. 72p.

A compilation of data mostly gathered from U.S. Bureau of Census publications. Material is presented in tabular format giving production, retail and wholsale sales, and foreign trade statistics.

NAL call no. 1Ag84ST

27. Raleigh, Stephen M. **Consumer purchasing patterns for the goods and services of commercial floriculture in the United States 1966–67: a preliminary report.** U.S. Dept. of Agriculture, Economic Research Service, Publication no. ERS–382, July 1968. 7p.

This report highlights information from approximately 15,000 interviews conducted in 1966 and 1967 by Universal Marketing Research, Inc., New York. The data are based on numbers of persons making purchases and the number of purchases, not value of purchases or sales. Practices, preferences, and attitudes related to consumer expenditures for goods and services of commercial floriculture in the United States were surveyed.

NAL call no. A281.9.AG83E

28. Raleigh, Stephen M. Jr. **Organization and practices in selected terminal wholesale flower markets in the South.** U.S. Dept. of Agriculture, Economic Research Service, Marketing Research Report no. 951, March 1972. 24p.

This report is part of a nationwide study of wholesale flower markets for cut flowers and potted plants. In the national study, 136 floral wholesalers in 13 markets were interviewed. In this report data from 22 flower wholesalers from four major southern markets - Baltimore, Washington, Atlanta and Fort Worth - are presented. The study was conducted cooperatively by Cornell University, Purdue University, and the USDA's Economic Research Service.

NAL call no. 1AG84MR

29. Raleigh, Stephen M. **Ornamentals production and marketing trends, 1948–72.** U.S. Dept. of Agriculture, Economic Research Service, Statistical Bulletin no. 529, May 1974. 100p.

This report provides statistics in tabular form on the various production and marketing segments of the ornamentals industry, including wholesale trade, foreign trade, retail florists, garden supply stores, and service trade. The data were obtained primarily from various census publications. Variations in census data collection and collation methods may have introduced errors in the statistical summaries in this publication. Includes a bibliography.

NAL call no. 1Ag84ST

30. Robertson, Jerry L. and Laura H. Chatfield. **Analysis of fresh flower merchandising.** Ohio Agricultural Research and Development Center. Research Bulletin no. 1136, November 1981. 19p.

Report of a study analyzing and quantifying consumer demand dimensions for major fresh flowers using different flower compositions presented in different merchandising forms and utilizing various pricing levels. The objective of the study was to determine the effect of product and package merchandising alternatives on fresh flower purchasing behavior in relationship to the products merchandised.

NAL call no 100.OH3S(2)

31. Smith, C.N. **Sales opportunities for flowers and plants in world markets.** University of Florida, Food and Resource Economics Department, Staff Paper no. 42, December 1976. 22p.

32. Smith, Cecil N., Marvin N. Miller, Elmo F. Scarborough, and J. Robert Strain. **An economic overview of the tropical foliage plant industry.** University of Florida, Institute of Food and Agricultural Sciences, Food and Resource Economics Dept., Economic Information Report no. 156, December 1981. 100p.

This report represents an effort to make available pertinent data relative to economic aspects of the tropical foliage industry. Statistical data on the production of tropical foliage plants in Florida, other leading states, and the United States are presented. Figures on consumption patterns for foliage are also contained in the report. Information on the importance of various foliage plants in Florida and their marketing and distribution are presented. A summary of the findings of the business analysis program, data on sources of cuttings, and basic statistics on foliage imports are other major segments. Part two of this study subtitled "Consumption patterns" was published in *Foliage Digest* 5(5): 3–6, May 1982 and part three subtitled "Florida growers and production mix" was published in *Foliage Digest* 5(6): 3–8, June 1982.

NAL call no. HD9007.F6F6

33. Sorensen, H.B. **$ Wholesale value of Texas cut flowers and foliage plants.** Texas A & M University, Texas Agricultural Experiment Station, Department of Agricultural Economics and Rural Sociology, Department Information Report no. 73–5, 1973. 11p.

For the period 1966 to 1971, reports the number of cut-flower and foliage-plant producers in 23 states; demand for cut flowers and foliage plants; yearly average price per bloom, bunch or pot; the percent of sales at wholesale prices; yearly total value of cut-flower and potted foliage-plant sales; and Texas foliage-plant production. Includes sources of data.

NAL call no. HD1775.T4T4

34. Sorensen, Harold B. **Flower imports appear on the Dallas-Fort Worth wholesale flower market.** Texas A & M University, Texas Agricultural Experiment Station, Department of Agricultural Economics, Department Information Report no. 74–6, September 1974. 20p.

This study details the volume and seasons for imported flowers from various countries and selected flowers produced in the United States as well as the availability and source of these in the Dallas-Fort Worth wholesale flower market. Includes figures and tables.

NAL call no. HD1775.T4T4

35. Strain, J. Robert. **Business analysis of foliage and potted flowering plant nurseries in central Florida, 1979.** University of Florida, Institute of Food and Agricultural Sciences, Food and Resource Economics Department., Economic Information Report no. 150, August 1981. 32p.

Tables and text giving average sales, costs and returns information for 19 wholesale foliage and potted flowering plant nurseries in Central Florida for 1979. Comparable information is also presented for the average of the four larger and four smaller nurseries in the study.

NAL call no. HD9007.F676

36. Sullivan, G.H. and J. L. Robertson. **Organization and practices in midwestern terminal wholesale markets for flowers.** Purdue Agricultural Experiment Station, Research Bulletin no. 886, May 1972. 16p.

The midwestern markets in Chicago, Cleveland, St. Louis, and Detroit were examined as part of a national study of selected major terminal wholesale markets for cut flowers and potted plants.

NAL call no. 100 IN2P

37. Young, Mary. **The flowering of Texas: the industry potential for Texas-grown cut flowers.** Texas Dept. of Agriculture, Agricultural Development Program, Marketing Division; Ocotober 1987. 71p.

This report explores the market potential for Texas-grown cut flowers. Presently, there is no significant cut-flower production in Texas. Strategies for marketing Texas-grown flowers are discussed.

V. DISSERTATIONS AND THESES

1. Bange, Gerald Adam. **International rate of return as a decision making tool in economic and financial analyses - a case study: the Los Angeles wholesale flower market.** Ph.D. dissertation, University of Maryland, 1975. 201p.

The internal rate of return as an effective decision-making tool in economic and financial analyses was used to examine the feasibility of moving the Los Angeles wholesale flower market from its present downtown location to a suburban location. Four interrelated stages are identified in the analysis. Stage I defines a descriptive analysis of the present market. Stage II projects future market activity. Stage III displays the ideal concept of a wholesale flower market from findings in stages I & II. In stage IV the information developed in the analysis is converted into the internal rate of return criterion.

2. Behe, Bridget K. **A market segmentation of supermarket floral product consumers based upon factors impacting the floral purchase decision.** M.S. thesis, Ohio State University, 1985. 89p.

The purpose of this study was to identify factors effecting the floricultural purchases made in supermarkets and develop a profile of consumers of these floricultural products upon which growers, wholesalers, and retailers can base decisions concerning selection of flowering plants, foliage plants, fresh cut flowers and spring bedding plants for the market. Through survey research, five types of consumers who purchase flowers in supermarkets were identified: friendly buyers, married men, selfers, annuals, and educated mothers. The uses for and attitudes toward floricultural products were investigated and helped define consumer profiles.

3. Gortzig, Carl Frank. **Profit maximization in commercial greenhouse floriculture under northern United States production and marketing conditions: a linear programming approach.** Ph.D. dissertation, Michigan State University, 1976. 269p.

A study to determine the most favorable crop production combinations under northern production and marketing conditions using a linear programming technique. With this procedure operators can identify various crop combinations to maximize profit returns.

4. Holness, Patricia Anne. **A descriptive profile of the retail florist industry's advertising and promotional strategies.** M.S. thesis, Ohio State University, 1985. 117p.

The advertising and promotional plans and strategies of SAF florists were studied and the results indicated that on a average SAF florists were successful. The report discussed the following topics that required attention - lack of daily specials for cut flowers; low membership in professional and trade organizations; and lack of aggressive non-holiday advertising.

5. Miller, Marvin Neal. **A commodity subsector analysis of the United States cut flower industry.** Ph.D. dissertation, The University of Florida, 1983. 815p.

This study used a commodity subsector analysis to detail the U.S. cut flower industry. Industry conduct, structure and performance were evaluated in an attempt to discern the state of the industry at present and to suggest options for future direction. Ways in which conduct and performance could be improved were outlined, and present and potential problems of the industry were explored. Specific areas addressed include a review of the literature on the commodity subsector analysis methodology; horticultural characteristics of various cut-flower species which affect flower marketing; supply and consumption patterns; market channels for retail florists, wholesalers, flower farms and others; and subsector behavior and performance in terms of pricing, value added profits, product loss risk, competitive environment, and supply and demand.

6. Prince, Thoam Leslie. **An empirical investigation of market power and channel conflict in the cut-flower distribution channel.** M.S. thesis, Ohio State University, 1984. 157p.

This study examines the relationship and economic forces at play within the various distribution paths that merchandise, in this case cut flowers, takes on its journey from the producing grower through various intermediaries to the end-user or consumer. Data were collected in 1982 from over 3200 U.S. cut-flower producers, wholesalers, and retail florists.

7. Robertson, Jerry Lee. **An interregional competition analysis for cut flower crops.** Ph.D. dissertation, Purdue University, 1974. 276p.

This evaluation of foreign and domestic cut-flower producers in U.S. markets, using a linear programming model, examined: production costs, transportation rates, domestic consumption, imported supply, tariff rates, and transportation rates. The results indicated that the California and Florida producers have an economic advantage in most U.S. markets over foreign and other domestic producing areas.

VI. BIBLIOGRAPHIES

1. **Annotated bibliography on economics, marketing and trade in ornamental crops, 1966–1971.** The Commonwealth Bureau of Horticulture and Plantation Crops, Query File no. 5932, June 1972. 10p.

Contains 100 references with abstracts on economic aspects of ornamental crop production including a few reference on floriculture marketing.

NAL call no. SB23.C6A3

2. **Annotated bibliography on general cut-flower production and economics, 1974–1976.** The Commonwealth Bureau of Horticulture and Plantation Crops, Query File no. 2/77, January 1977. 2p.

Lists 15 annotated references to articles in German, English, Dutch and French on growing and marketing cut-flowers.

NAL call no. SB23.C6A3

3. Eley, Cleveland P. **Annotated bibliography of floriculture and ornamental horticulture: marketing and other economic information.** U.S. Department of Agriculture, Economic Research Service, Report no. ERS–337, March 1967. 41p.

Briefly annotated list of research reports and articles dealing with marketing and other economic information for floriculture and ornamental horticulture published after June 1959. Biological and physiological research publications were not included. References are listed alphabetically by author. The subject index includes headings such as advertising and promotion, grades and standards, mass marketing, and market information and statistics of production and marketing.

References on this topic prior to 1959 are listed in two U.S. Department of Agriculture, Agricultural Marketing Service publications entitled "Bibliography of marketing and other economic information for floriculture and ornamental horticulture" issued June 1959 and August 1956 (see listing below).

NAL call no. A281.9 Ag83E

4. Fossum, M. Truman. **Bibliography of marketing and other economic information for floriculture and ornamental horticulture.** Dept. of Agriculture, Agricultural Marketing Service, Marketing Research Division, AMS–136, August 1956. 12p.

A list of references to articles, Federal and State publications, textbooks and reports dealing with economic factors affecting floriculture and ornamental horticulture. Supercedes and brings up to date a bibliography with the same title issued in June 1954.

NAL call no. A280.39 M34AM

5. Lundquist, Dorothy M. **A bibliography of marketing research on commercial floriculture and ornamental horticulture, 1965–71.** U.S. Department of Agriculture, Economic Research Service, Miscellaneous Publication no. 1235, June 1972.

Lists marketing research publications and articles concerning commercial floriculture and ornamental horticulture published during 1965–71. References are listed alphabetically by author under the subheadings: production, wholesaling, retailing, foreign, and miscellaneous. An author index is included.

The principal reference source for this bibliography was the *Bibliography of Agriculture*. Reports published before 1965 are listed in "A Bibliography on marketing woody plants and related nursery products, 1944–65," (see listing below).

NAL call no. 1Ag84M

6. **The M. Truman Fossum floriculture collection: a register of his papers in the National Agricultural Library.** U.S. Dept. of Agriculture, National Agricultural Library, Bibliographies and Literature of Agriculture no. 55, November 1987. 48p.

Mennick Truman Fossum is the originator of statistical, marketing and related economic research and information services for commerical floriculture.

This register lists the papers of M. Truman Fossum, spanning the year 1890–1990; the bulk of the material focuses on the period 1945–85. This collection, which is composed of an estimated 150,000 items and which occupies 213 linear feet of shelf space, consists primarily of statistical and marketing data, personal and business correspondence, published and unpublished surveys of the floriculture industry, and projections of future trends in the floriculture industry. The original order of the collection was kept to maintain provenance and to fulfill the wishes of the originator, M. Truman Fossum. The Fossum collection is divided into four series: I. General Reference; II. Floriculture Career; III. Biographical; and IV. Additions.

Fossum has dedicated any literary rights, including copyrights, that he possesses in the collection to the public. The public has access to all but 56 boxes in the collection. These 56 boxes will remain closed until the donor's death.

NAL call no. aZ5076.AIU54

7. Macomber, Alvin Z. and Elmer J. Moore. **Bibliography of marketing and other economic information for floriculture and ornamental horticulture.** U.S. Dept. of Agriculture, Agricultural Marketing Service, AMS–136, June 1959.

List of research reports and articles from 1948 to 1959 on the economic aspects of horticultural and floricultural crop production. Arranged alphabetically by author. Supersedes and updates a bibliography with the same title issued in August 1956.

NAL call no. A280.39 M34Am

8. Powell, Jules V. and Dorothy M. Lundquist. **A bibliography on marketing woody plants and related nursery products, 1944–65.** U.S. Dept. of Agriculture, Economic Research Service, Miscellaneous Publication no. 1039, September 1966.

Lists research reports, articles, and speeches concerning the marketing of ornamental plants including trees, shrubs and, floricultural crops, from 1944 to 1965. References are listed by year and then alphabetically by author in four categories: research reports, articles, speeches, and miscellaneous publications. An index is included.

Reference sources for this bibliography include the *Bibliography of Agriculture; Marketing of Ornamental Nursery Stock,* Horticultural Research Institute, Inc., 1965; *Roots and References,* State Library of Michigan; and reports of State agricultural experiment stations.

NAL call no. 1 Ag84M

9. Whitmore, S.C. and H. Gilbert. **Floricultural marketing, 1970–86.** U.S. Dept. of Agriculture, National Agricultural Library, Quick Bibliography series no. 87–56. July 1987. 31p.

Lists citations from the AGRICOLA database of English language articles, reports and books on the marketing, economics, costs and statistics of floriculture added to the file from the years 1970 to 1986.

NAL call no. aZ5071.N3

10. Witte, Willard T. **Sources of floriculture information: an annotated list.** Florida Foliage Grower 10(3/4):1–20. March/April 1973.

Briefly annotated list of sources of information on all aspects of floricultural crop production including books; newsletters; trade magazine and periodicals; and manuals on crop production, disease and insect control, storage, marketing, statistics and business management.

NAL call no. SB1.F53

VII. INDEXES TO THE LITERATURE

1. **AGRIBUSINESS U.S.A. Database.** 1985-. Pioneer Hi-Bred International, Inc., 5608 Merle Hay Road, P.O. Box 183, Johnston, IA 50131. Telephone no. (800) 826–5944 or (in Iowa) (800) 247–1046.

The AGRIBUSINESS U.S.A. database provides current access to agricultural business information, and covers all facets of agribusiness such as the crop and livestock industries, agricultural chemicals, biotechnology, and agricultural marketing. The database is designed to track U.S. and regional agribusiness information including company names, trade names, new product development, and government policies.

The database provides bibliographic information for each record, controlled vocabulary indexing and abstracts from approximately 300 industry-related trade journals and government publications. The complete text is included for a number of USDA narrative and statistical reports.

File size (1988): 73,873 records
Update frequency: Bi-weekly
Available: offered as file 581 through DIALOG Information Services, Inc., 3460 Hillview Avenue, Palo Alto, CA 94304. Telephone no. (800) 3–DIALOG.

2. **Bibliography of Agriculture.** V.1- . 1942- . Washington, D.C.: U.S. Dept. of Agriculture Library, v.1, no. 1–v. 26, no. 6 (1942 – 1962); Washington, DC: National Agricultural Library, U.S. Dept. of Agriculture, v. 26, no. 7 - v. 33, no. 12 (1962–1969); New York: CCM Information, v. 34 - v. 35 (1970 – 1971); New York: Macmillan Information, V. 36 - v. 38 (1972–1974); Phoenix, AZ: Oryx Press, v. 39 - (1975 -). Monthly. (ISSN: 0006–1530).

An index containing bibliographic citations to literature on all aspects of agriculture including plant and animal science, economics, food and nutrition, forestry, entomology, engineering and rural sociology. The database is an excellent access point to the National Agricultural Library's collections as it contains records for literature citations to articles from over 2,500 journal titles and cataloging records for various document types such as monographs, bibliographies, theses, patents, software, audiovisual materials and technical reports received by the Library.

NAL call no. 1.916 B471

AGRICOLA (1970 -) is an online computer database which corresponds to the *Bibliography of Agriculture*. It is produced by the National Agricultural Library, U.S. Dept. of Agriculture, Beltsville, MD 20705. Telephone no. (301) 344–3813.

Records from the database contain bibliographic information including author, title, publisher, journal name, volume, pagination, NAL call no., language of the publication, descriptors, section headings and a few abstracts.

Since 1985 controlled vocabulary for indexing records has been based on the *CAB Thesaurus*. Controlled vocabulary for cataloging records has been based since 1970 on the *Library of Congress Subject Headings*.

Suggested category codes or section headings:

Category codes (1972–1979)

1010 (1970–76) Agricultural Marketing
1015 Agricultural Administration and Management
1020 Agricultural Production Distribution
1030 (1970–76) Agricultural Products Demand, Supply, and Processing
2030 Horticultural Products
4055 Horticultural Crops, Culture
4505–4520 Plant Diseases
4540 Insect Pests and Control, Horticultural Crops
4560 Pesticides General

Section headings (1980–present)

E700 Distribution and Marketing
E710 Grading, Standards, Labeling
F110 Plant Production, Horticultural Crops
F820–F851 Pests of Plants, Plant Diseases, and Protection of Stored Plant Products
H000 Pesticides, General
S200 Agricultural Products, Nonfood and Nonfeed, Plant

File size: (1988) 2,484,832 records
Updates: Monthly
Availability: offered as files 10, 110 through DIALOG Information Services, Inc., 3460 Hillview Avenue, Palo Alto, CA 94304. Telephone no. (800) 3–DIALOG;

or

offered as files CAIN and CAIB through BRS, Information Technologies, 1200 Route 7, Latham, NY 12110. Telephone no. 518–783–1161;

and on **compact disk** from:

Silver Platter Information, Inc., 37 Walnut Street, Wellesley Hills, MA 02181. Telephone no. (617) 239–0306;

or

OCLC Online Computer Library Center, Inc.,
6565 Frantz Road, Dublin, OH 43017–0702.
Telephone no. (800) 848–5800 or (in Ohio)
(800) 282–7306).

3. **Agrindex.** V. 1-, 1975-. Rome: Food and Agriculture Organization (FAO) of the United Nations, AGRIS Coordinating Center, V. 1–2, 1975–1976; Bucarest Romania: Apimondia, V.3 -, 1977 -. Monthly. (ISSN 1010–3317).

A computer-produced index to world wide literature on agricultural research results, including fisheries, forestry, food production and rural development, to help users identify problems involved in all aspects of world food supply. All FAO publications are indexed and additional records are supplied by over 90 participating countries. A currrent list of participating centers is provided in each issue. Entries are arranged alphabetically by author under subject categories and commodity codes. Entries include the bibliographic citation, author affiliation, notes, conference title with place and date, supplier for non-conventional documents, and descriptors. Abstracts are not included. Indexes are provided in each issue for personal authors, corporate entries, report and patent numbers, and commodities.

This index is an excellent source of references to foreign publications on floricultural marketing.

NAL no. Z5073.A34

AGRIS International (1975-) is an online computer database which corresponds to *Agrindex*. In the United States and Canada, AGRIS International is sponsored by the National Agricultural Library, Beltsville, Maryland, (301) 344–3813 and does not contain the U.S. imprints supplied by NAL to *Agrindex*.

File size (1988): 993,291 records
Update frequency: Monthly
Availability: offered as file 203 through DIALOG Information Services, Inc., 3460 Hillview Avenue, Palo Alto, CA 94304. Telephone no. (800) 3–DIALOG

4. **Biological & Agricultural Index.** V. 1-, 1916-. H.W. Wilson Company 950 University Avenue, Bronx, NY 10452. Monthly except August with an annual cumulation. (ISSN: 0006–3177) Service offered on a subscription basis. Title was *Agricultural Index* in 1916–1964.

A selective cumulative index to English language articles in agriculture, biology and related fields such as horticulture. Citations are listed by Library of Congress Subject Headings. There are no author indexes. Each citation includes title of the article, author, title of journal, volume, pagination and date. Book reviews are listed separately by author. A good quick source to a few important reference.

Suggested subject headings:

Bedding and bedding plants
Bulbs
Floriculture
Forcing (Plants)
Gardening
Greenhouses - Flower growing
Horticultural research
House plants
Marketing
Marketing, Cooperative
Nurseries (Horticulture) - Marketing
Perennials
Plant Breeding
Plant propagation
Plants, cultivated

NAL call no. 241 Ag8

Biological and Agricultural Index (July 1983-) is an online computer database which corresponds to the printed index of the same name.

File size: (1988) 209,169 records
Updates: Twice a week
Availability: Wilsonline, H.W. Wilson Company, 950 University Ave., Bronx, NY 10452. Wilson customer services department toll-free number (800) 367-6770 or (in New York State) (800) 462-6060.

5. **CRIS/USDA.** 1969-. Cooperative State Research Service, U.S. Dept. of Agriculture, Beltsville, MD 20705. Telephone no. (301) 344-3850.

CRIS (Current Research Information System) provides descriptions of current research projects in agriculture and related sciences sponsored or conducted by USDA research agencies, state agricultural experiment stations, state forestry schools, and other cooperating state institutions. Descriptions include investigators performing organization with address title, dates, abstract progress reports, descriptors, subject classification codes and publications. Project descriptions remain in the database until two years after a project is completed. Codes are added to each report record to designate the commodity under investigation, field of science, and research problem area.

File size (1988): 31,684 projects
Updates: Monthly
Availability: offered as file 60 through DIALOG Information Services, Inc., 3460 Hillview Avenue, Palo Alto, CA 94304. Telephone no. (800) 3-DIALOG

6. **Dissertation Abstracts International:** A, B and C. V.1 -. 1938-. Ann Arbor, Michigan: University Microfilms, (previous titles *Microfilm Abstracts* v. 1-11, 1938-1951; *Dissertation Abstracts,* v. 12-29, 1952 - June 1969). Monthly.

Section B has references to and lengthy abstracts of doctoral dissertations in the fields of science and engineering including biology and agriculture from over 375 cooperating institutions in the United States and Canada. Some institutions in Europe were added with volume 30. Section A is titled "Humanities and Social Sciences" and Section C is titled "European Dissertations." Includes author, title, and key word indexes; and an annual cumulated author index.

NAL call no. Z5055.U49D53

Dissertation Abstracts Online (1861-) is an online counterpart to *Dissertation Abstracts International* from University Microfilms International, Ann Arbor, MI 48106. Telephone (800) 521-0600 or (in Michigan) (313) 761-4700, ext. 399.

This database is a definitive subject, title, and author guide to virtually every American dissertation accepted at an accredited institution since 1861, when academic doctoral degrees were first granted in the U.S. Approximately 99% of all American dissertations are cited in this database. Masters theses have been selectively indexed since 1962. In addition, citations for thousands of Canadian dissertations and an increasing number of papers accepted abroad are included in the database. Professional and honorary degrees are not included. All subject areas are covered. Abstracts are included for a large majority of the degrees granted after January 1980.

File size (1988): 955,147 records
Update frequency: Monthly
Availability: offered as File 35 through DIALOG Information Services, Inc., 3460 Hillview Avenue, Palo Alto, CA 94304. Telephone no. (800) 3-DIALOG

or

offered as file DISS from BRS Information, 1200 Route 7, Latham, NY 12110, Telephone no. (518) 783-1161

7. **EDI Service.** Special Programs Division, Office of Information, U.S. Dept. of Agriculture, Washington, DC 20250. Telephone no. (202) 447-5505.

A computerized information service offering virtually all the time-sensitive information distributed by the U.S. Department of Agriculture. The primary objective of the service is to make USDA's crop production and other reports and releases available at medium or high computer transmission speeds. Provided through USDA's contractor Martin Marietta Data Systems.

Reports available include market reports, weekly and monthly crop and livestock statistical reports, periodic economic outlook and situation reports, news releases, speeches and testimony by the Secretary, and export sales reports. Specifically, it includes the National Agricultural Statistics Service floriculture crops report. All the data are in the public demain.

The EDI Service is designed for use by information "retailers," private news on other services that rewrite or add value to the information and sell it to their own clients.

Update frequency: Hourly and daily
Availability: Contact Russell T. Forte, Room 536-A, Special Programs Division, Officer of Information, U.S. Dept. of Agriculture, Washington, DC 20250, (202) 447-5505.

or

Joseph F. Freburger, Martin Marietta Data Systems, Government Sales Department, 6303 Ivy Lane, Greenbelt, MD 20770, (301) 982-6792.

8. **Perishables Research Organization Database,** Perishables Research Organization (PRO), P.O. Box 2227, Novato, CA 94948. Telephone no. (415) 883-4323.

The PRO computerized reference system contains references to articles on all areas of postharvest horticulture including care and handling, transportation, storage, and marketing of floral, nursery, fruit and vegetable crops as well as fish and meat products. References are searched by any combination of keywords, author names, journal name or year. Articles cited are available in printed form within copyright restrictions. There is a fee both for a database search and document delivery.

File size (1988): 11,000 records
Updates: Weekly
Availability: Contact PRO at above address or telephone number.

9. **Produce Marketing Association Database.** Produce Marketing Association, 1500 Casho Mill Road, Newark, DE 19711-3598. (302) 738-7100.

The Produce Marketing Association (PMA) Information Center database contains information on the produce industry in the following areas: consumer/consumption; growing (from seed to harvest); distribution (harvest to final sale); marketing; research; geographical; and commodities such as floral, vegetables, exotics, fruits, nuts, and herbs and

spices. Persons requesting information from the Center will receive a printed bibliography and/or copies of the material that you need. A database search is free to PMA members; there is a nominal fee for non-members. There is a charge for printed copies of documents.

10. **USDA Online.** Special Programs Division, U.S. Dept. of Agriculture, Washington, DC 20250. (202) 447-5505.

A computerized information service, containing the latest news releases and reports from the U.S. Department of Agriculture and cooperating agencies on farm programs, agricultural exports, agricultural and food research, and economic and crop reports. Provided through the computer time-share facilities of ITT Dialcom, Inc.

The electronic service gives users immediate access to USDA's original national and many regional news releases, crop reports, outlook and situation summaries, foreign agricultural summaries, a daily agricultural news digest, weekly agricultural events, selected facts about agriculture and background statements. Specifically, it includes the National Agricultural Statistics Service floriculture crops report.

USDA Online is designed for "end users" - newspapers, broadcast stations, businesses. The database offers a wide selection of the reports available through EDI and includes several additional databases and useful features.

Updates: Hourly and daily
Availability: Contact Russell Forte, Room 536-A, Office of Information, USDA, Washington, DC 20250, (202) 447-5505.

VIII. ASSOCIATIONS, ORGANIZATIONS, AGENCIES, AND FOUNDATIONS

A. Floriculture-Related Marketing Associations and Agencies.

1. American Floral Marketing Council. c/o Society of American Florists, 1601 Duke Street, Alexandria, VA 22314. Telephone no. (703) 836–8700.

This committee of the Society of American Florists was founded in 1971 to promote the use of flowers and plants. Develops and produces marketing strategies, aids, and instructions on the implementation of marketing programs. Membership 19,000 (1988).

2. American Horticultural Marketing Council, 300 West America Street, Orlando, FL 32801–3614. Telephone no. (305) 425–2462.

Founded in 1985 to serve growers and exporters of foliage plants. A non-profit organization which works to develop markets for U.S. grown plants and related products. Organizes international trade shows to promote and market plants. Publishes *USA Horticultural Manual, American Horticulture News,* a *How to Import* manual, and *World Flower Trade Magazine.* Membership 100 (1987).

3. Floral Marketing Division, Produce Marketing Association (PMA), 1500 Casho Mill Road, P.O. Box 6036, Newark, DE 19714. Telephone no. (302) 738–7100.

The PMA membership of 2100 includes growers, shippers, receivers, wholesalers, retailers, food service operators, and suppliers of commodities, packaging materials and equipment for fresh fruits, vegetables, and floral products. Marketing divisions work to improve marketing methods. PMA publications include the *Floral Marketing Directory and Buyer's Guide.* PMA maintains a library of documents on produce marketing and an in-house database of bibliographic reference to their collection (see entry in "Indexes to the Literature" section). Usually holds a floriculture marketing seminar one-day prior to PMA's annual convention. Membership 485 (1987).

4. Florists' Transworld Delivery Association. 29200 Northwestern Highway, Southfield, MI 48037. Telephone no. (313) 355–9300.

Since 1910 an association for retail florists in North America. Operates Mercury Network, a computerized network for terminal-to-terminal communication among members for order transmission. Conducts specialized advertising education and research programs. Committees include education and publications, international, special services, system operations and development, and marketing. Publications include *Florist Magazine, FTD Family,* and *Membership List.* Membership 24,000 (1988).

5. Foliage Marketing Institute, P.O. Box Y, Apopka, FL 32704. Telephone no. (800) 342–0138 or (in Florida) (305) 886–1036.

A committee of the Florida Foliage Association. Works in conjunction with the Society of American Florists and the American Floral Marketing Council to promote the awareness and use of foliage plants and related products. Membership 100 (1987).

6. Nursery Marketing Council, 1250 I Street, N.W., Suite 500, Washington, DC 20005. Telephone no. (202) 789–2900.

Since 1977 has conducted a national marketing program to increase the sale of living plants and related products and services using funds collected from members of the nursery industry. A committee of the American Association of Nurserymen.

7. U.S. Dept. of Agriculture, Foreign Agricultural Service, Agricultural Information and Marketing Service, Room 4649 South Building, 14th and Independence Avenue, S.W., Washington, DC 20250. Telephone no. (202) 447–7103 or outside of Washington, D.C. (800) FAS-AIMS.

The Agricultural Information and Marketing Service (AIMS) provides users with access to timely sales leads from overseas firms seeking to buy or represent American food and agricultural products such as cut plants, ferns, cut flowers, buds, rose plants and stock. AIMS maintains computerized data files which will match products with firms which have identified themselves as prospective buyers of the products offered. Also, AIMS will forward sales announcements of featured products to interested overseas buyers and publishes a monthly newsletter to introduce American products to foreign markets. The newsletter is a free service.

B. Floriculture-Related National and Regional Associations, Organizations and Foundations.

CALIFORNIA

Teleflora
12233 West Olympic Blvd.
Los Angeles, CA 90064
Telephone (213) 826–5253

FLORIDA

Heliconia Society International
6450 S.W. 81st Street
Miami, FL 33143
Telephone (305) 667–4036

North American Gladiolus Council Commerical Growers Division
5007 60th Street, East
Bradenton, FL 34203
Telephone (813) 755–1568

ILLINOIS

American Floral Endowment
37 Camelot Drive
Edwardsville, IL 62025

National Greenhouse Manufacturers Association
Harold E. Gray, Exec. Director
P.O. Box 567, Pana, IL 62557
Telephone (217) 562–2644

INDIANA

Midwest Trade Fair & Design School
E.A. Schoenberger, Producer
P.O. Box 20189
Indianapolis, IN 46220
Telephone (317) 253–0500

IOWA

All-America Rose Selections
P.O. Box 218
Shenandoah, IA 51601
Telephone (712) 246–2884

MARYLAND

American Institute of Floral Designers
Thomas C. Shaner, 113 West Franklin Road
Baltimore, MD 21201
Telephone (301) 752–3320

The Floriculture Information Connection
Horticulture Information Center
National Agricultural Library, Room 111
Beltsville, MD 20705
Telephone (301) 344–3704

MICHIGAN

Bedding Plants Foundation
P.O. Box 27241
Lansing, MI 48901

Detroit Allied Florists
1515 East Eleven Mile Road
Royal Oak, MI 48067
Telephone (313) 542–8866

Florists' Transworld Delivery Association
John A. Borden, 29200 Northwestern Hwy.
Box 2227, Southfield, MI 48037
Telephone (313) 355–9300

Interflora, Inc.
29200 Northwestern Hwy.
Southfield, MI 48037
Telephone (313) 355–9300

Joseph H. Hill Memorial Foundation
P.O. Box 99
Haslett, MI 48840

Professional Plant Growers Assn.
P.O. Box 27517
Lansing, MI 48909
Telephone (517) 694-7700

Roses Inc.
James Krone, Executive Vice President
P.O. Box 99, 1152 Haslett Road
Okemos, MI 48840
Telephone (517) 339–9544

MINNESOTA

North-Central Florists Assn.
Jim/Gen McCarthy, Executive Director
P.O. Box 13307
St. Paul, MN 55113
Telephone (612) 633–4986

MISSOURI

Ozark Florist Assn.
1221 West 7th Street
Joplin, MO 64801
Telephone (417) 781–3310

NEBRASKA

Nemokan Floral Association
Mel Schwanke, Executive V.P.
Greens Greenhouses
Bell St. at 14th, Fremont, NE 68025
Telephone (402) 721–0984

NEW JERSEY

North American Flowerbulb Wholesalers Assn.
P.O. Box 601, Middletown, NJ 07748
Telephone (201) 671–0932

NEW YORK

800–Flowers
215–02 73rd Avenue
Bayside, NY 11364
Telephone (1–800) FLOWERS

Fred C. Gloeckner Foundation
15 East 26th Street
New York, NY 10010

The Kenneth Post Foundation
Department of Floriculture & Ornamental Horticulture
Cornell University
Ithaca, NY 14853

New York State Flower Industries Research & Education Fund, Inc.
R D 5
Ballston Spa, NY 12020

NORTH CAROLINA

Southern Retail Florist Assn.
Avanelle Finger, P.O. Box 9058
Charlotte, NC 28299–9058
Telephone (704) 322–6405

OHIO

Floral Advertising Assn.
Robert Penny, 1605 N. Main Street
Dayton, OH 45405
Telephone (513) 278–0681

Ohio Floriculture Foundation
2001 Fyffe Court
Columbus, OH 43210

OKLAHOMA

American Floral Services, Inc.
P.O. Box 12309
Oklahoma City, OK 73157
Telephone (405) 947–3373

Florafax, Inc.
P.O. Box 45745
Tulsa, OK 74145
Telephone (918) 622–8415

PENNSYLVANIA

Charles H. Dillon Research Fund
P.O. Box 384
Bloomsburg, PA 17815

TENNESSEE

National Florists Association
c/o Nell Huntspon, 351 No. Royal St.
Jackson, TN 38301
Telephone (901) 422–3341

TEXAS

WesTexas New Mexico Florist Assn., Inc.
3404 54th Street
Lubbock, TX 79413
Telephone (806) 797–7582

VIRGINIA

American Horticultural Society
P.O. Box 0105, Mt. Vernon, VA 22121
Telephone (703) 768–5700

Society of American Florists
1601 Duke Street
Alexandria, VA 22314
Telephone (703) 836–8700

United Fresh Fruit & Vegetable Association
727 North Washington Street
Alexandria, VA 22314
Telephone (703) 836–3410

Wholesale Florists and Florist Suppliers of America/WF & FSA, Archie Clapp
P.O. Box 7308, 5313 Lee Highway
Arlington, VA 22207
Telephone (703) 241–1100

WASHINGTON

Northwest Florists Assn.
Donna Cameron, 406 Main Street
Suite 116, Edmonds, WA 98020
Telephone (206) 778–6162

Northwest Bulb Growers Assn.
R.L. Nowadnick, Secretary/Treasurer
P.O. Box 303, Mount Vernon, WA 98273
Telephone (206) 424–1375

Washington Floriculture Assn.
Bernie Wesenberg, 12602 145th Street
Puyallup, WA 98374
Telephone (206) 841–4273

WASHINGTON, DC

Allied Landscape Industry
1250 I Street, N.W.
Suite 500
Washington, DC 20005
Telephone (202) 789–2900

American Rose Council
1625 I Street, N.W., Suite 1015
Washington, DC 20006
Telephone (202) 728–1070

Interior Plantscape Division of the Associated Landscape Contractors of America, 1110 Vermont Avenue, N.W.
Washington, DC 20005
Telephone (202) 296–9200

Mid-Atlantic Florists Assn.
1817 Columbia Road, N.W.
Washington, DC 20009
Telephone (202) 667–7800

WEST VIRGINIA

Huntington Tri-State Florists
C. Edward Bennett, 1123–25 Fourth Avenue
Huntington, WV 25701

Ohio Valley Florists Assoc.
William Shilling, P.O. Box 2008
Wheeling, WV 26003

Tri-State Growers Assn.
R.L. Webb, Jr., Box 756
Crab Orchard, WV 25827

C. Floriculture-Related State Associations and Organizations

ALABAMA

Alabama State Florists Assn.
John McBride, President
1727 6th Avenue, S.E.
Decatur, AL 35601
Telephone (205) 355–6991

East Alabama Florists Assn.
Route, 1, Box 31
Wetumpka, AL 36902

South Alabama Florists Assn.
Carolyn Hendrix
3928 Airport Blvd.
Mobile, AL 36608

ARIZONA

Arizona State Florists Assn.
Fordyce Steinhour
15215 N. Cave Creek Road
Phoenix, AZ 85032
Telephone (602) 744–9069

ARKANSAS

Arkansas Florists Assn., Inc.
Bill Plummer, Box 243
Morrilton, AR 72110
Telephone (501) 354–2646

CALIFORNIA

California Assn. of Nurserymen
Jack Wick
1419 21st Street
Sacramento, CA 95814
Telephone (916) 448–2881

California Chrysanthemum Growers Association
Kazuo Utsonomiya
788 San Antonio Road
Palo Alto, CA 94303
Telephone (415) 494–1451

California Flower Council
Stephen Oku, Pres.
Ray Hasek, Exec. V.P.
P.O. Box 1365
Davis, CA 95617–1365
Telephone (415) 543–3790

California Flower Express
Dan Brant, Box 211
Camarillo, CA 93011
Telephone (805) 987–5236

California Flower Market, Inc.
Mas Hongo
640 Brannon Street
San Francisco, CA 94107
Telephone (415) 392–7944

California State Florists Assn.
Michael Caliandro/Exec. V.P.
650 5th Street, Suite 404
San Francisco, CA 94107
Telephone (415) 495–6780

Consolidated Flower Shipments
San Francisco Intrnl. Airport
San Francisco, CA 94126
Telephone (415) 873–7516

Northern California Flower Growers and Shippers Assn.
Shiz Namba
555 Mayock Road
Gilroy, CA 95020

Orange County Floral Assn.
Linda Thompson
120 North El Camino Real
San Clemente, CA 92672
Telephone (714) 498–3454

Redwood Empire Florists Assn.
Claudia's Florist
P.O. Box 466
Sonoma, CA 95476

Sacramento Retail Florists Assn.
Ed Thompkins
1901 Del Paso Road
Sacramento, CA 95815
Telephone (916) 885–7692

San Diego County Flower Assn.
Marilu Johnson
P.O. Box 87
Encinitas, CA 92024
Telephone (714) 753–5727

San Fernando Valley
Florists Assn.
14840 Nordhoff Street #3
Panorama City, CA 91402
Telephone (818) 781-7109

San Francisco Bay Area Florist
A.M. Baccari
1873 Market Street, Suite 3
San Francisco, CA 94103
Telephone (415) 626–7070

San Franscisco Flower Growers Assn.
Angelo Stagnaro, Jr., V.P. Manager
644 Brannan Street
San Francisco, CA 94107
Telephone (415) 781–8410

San Joaquin Florist Assn.
Dorthy Plotz
9898 North Jackstone Road
Stockton, CA 95212
Telephone (209) 466–9509

Santa Barbara County Nursery and Flower Growers Assn.
P.O. Box 4038
Santa Barbara, CA 93103
Telephone (805) 963–1793

Saywell Downey Avenue Florists
Delores Bacus
11027 Downey Avenue
Downey, CA 90241
Telephone (213) 862–2611

Southern California Floral Assn.
Michael A. Bradley
756 Wall Street
Los Angeles, CA 90014
Telephone (213) 627–1201

COLORADO

Colorado Greenhouse Growers Assoc., Inc.
Bob Briggs
2785 North Speer #230
Denver, CO 80211
Telephone (303) 433–6423

United Floral Ind. of Colorado
Evelyn Reichert, Exec. Sec.
2785 North Speer Blvd., Suite 230
Denver, CO 80211
Telephone (303) 433–6423

CONNECTICUT

Allied Florists Association of Central Connecticut, Inc.
Charles Barr, 421 Campbell Avenue
West Haven, CT 06516
Telephone (203) 934–2653

Connecticut Florists Assn., Inc.
Charles Barr, 421 Campbell Avenue
West Haven, CT 06516
Telephone (203) 934–2653

Florists Association of Greater Bridgeport
Timothy C. Dailey
2151 Black Rock Turnpike
Fairfield, CT 06430
Telephone (203) 372–2881

FLORIDA

Allied Florists of N.E. Florida
John Mullis, 2330 Oak Street
Jacksonville, FL 32204
Telephone (904) 388–1038

Broward County Florists Assn.
Harvey Pearson
4461 Sheridan Street
Hollywood, FL 33021
Telephone (305) 966–8262

Central Florida Fern Co-op
Robert Zahra, P.O. Box 588
Pierson, FL 32080
Telephone (904) 749–4911

Central Florida Florists Assn.
Pat Vobornik, President
2425 Sandy Lane
Orlando, FL 32818
Telephone (305) 295–5692

Florida Fern Growers Assn.
Helen Shields, P.O. Box 3426
DeLand, FL 32723
Telephone (904) 736–3376

Florida Flower Assn., Inc.
Jane Restum, P.O. Box 1569
Fort Myers, FL 33901
Telephone (813) 332–1771

Florida Foliage Assn.
John E. Harmon, CAE, CM
P.O. Box Y, 57 East Third Street
Anopka, FL 32704
Telephone (305) 886–1036

Florists Assn. of Palm Beach City
Walter Metz, 1612 South Dixie Hwy.
Lake Worth, FL 33460
Telephone (305) 585–9491

Florida Nurserymen and Growers Assn.
Earl Wells
5401 Kirkman Road, Suite 650
Orlando, FL 32819
Telephone (813) 345–8137

Florida Ornamental Growers Assn.
Mike Hackman, P.O. Box 942
Alva, FL 33920–0942
Telephone (813) 728–2535

Florida State Florists Assn.
Barbara Millian, 6690 Superior Avenue
Sarasota, FL 33581
Telephone (813) 689–8469

Florists Assn. of Greater Miami
Gus de Laflor
14700 N.W. 7th Avenue
Miami, FL 33168
Telephone (305) 769–3843

Retail Florists Association of
Northeast Florida
Steve Cox, 1942 Rogero Road
Jacksonville, FL 32211
Telephone (904) 744–7411

Southwest Florida Florists Assn.
Jim Phebus, 1305–A Homestead Road
Lehigh Acres, FL 33936
Telephone (813) 369–1311

Volusia County Florists Assn.
Janet Wade, P.O. Box 1145
Bunnell, FL 32010

GEORGIA

Georgia Commercial Flower Growers
A.J. Lewis, P.O. Box 6784
Athens, GA 30604
Telephone (404) 542–6657

Georgia Wholesale Florists Assn.
Robert Blei, 471 Glen Iris Drive N.E.
Atlanta, GA 30308
Telephone (404) 523–7736

Greater Augusta Florists Assn.
Nancy W. Whittle, President
934 Baker Avenue
Augusta, GA 30904
Telephone (404) 736–3938

HAWAII

Anthurium Assn. of Hawaii
Tracy Lauder, P.O. Box 400
Mountain View, HI 96771
Telephone (808) 968–6228

Big Island Assn. of Nurserymen
Patrick McGrath, P.O. Box 4142
Hilo, HI 96720
Telephone (808) 696–3555

Dendrobium Orchid Growers Assn. of Hawaii
Mordecai H. Hudson, Jr., President
P.O. Box 17341
Honolulu, HI 96817
Telephone (808) 696–3555

Florists Assn. of Hawaii
P.O. Box 2893
Honolulu, HI 96802
Telephone (808) 521–7431

Hawaii Anthurium Industry Assn.
Dan Hata
875 Komohana
Hilo, HI 96720
Telephone (808) 968–6239

Hawaii Assn. of Nurserymen
P.O. Box 293
Honolulu, HI 96809
Telephone (808) 947–6033

IDAHO

Idaho State Florists Assn.
Dolly Goicoechea
121 Third Avenue West
Gooding, ID 83330
Telephone (208) 934–4358

ILLINOIS

Illinois State Florists Assn.
Dan Irons, 505 South 23rd Street
Mattoon, IL 61938
Telephone (217) 258–8969

Tri-City Florist Club
Harry Johnson
2513 30th Avenue Ct.
Monline, IL 61265
Telephone (319) 764–3330

INDIANA

Allen County Allied Florists
Don Patane, 6218 Covington Road
Fort Wayne, IN 46804

Kokomo Allied Florists Assn.
Joe DeWitt, 3005 N. Washington Street
Kokomo, IN 46901

State Florists Assn. of Indiana
E.A. Schoenberger, Exec. Director
P.O. Box 20189
Indianapolis, IN 46220
Telephone (317) 253–0500

IOWA

Allied Florists of Des Moines
Mary Scot, 1546 45th Street
Des Moines, IA 50311
Telephone (515) 255–6191

Cedar Rapids Professional Florist
Robert Pierson, 1800 Ellis Blvd., N.W.
Cedar Rapids, IA 52405
Telephone (319) 366–1826

Society of Iowa Florists
Harriet Labertew
6762 Douglas
Des Moines, IA 50322
Telephone (515) 276–7564

KANSAS

Greater Wichita Florists Assn.
Glendora Henson, 6125 East 13th Street
Wichita, KS 67218
Telephone (316) 686–0275

Kansas State Florists Assn.
John Goodin, Executive Secretary
1008 S.W. Frazier Avenue
Topeka, KS 66604

KENTUCKY

Allied Florists of Metro Louisville
Jack Worland, 3812 Saint Germain Court
Louisville, KY 40207
Telephone (502) 896–1616

LOUISIANA

Allied Florists of S.W. Louisiana
Annie Funk, 314 Helen Street
Lake Charles, LA 70601

Baton Rouge Area Retail Florists
W. Irwin Pugh, 8255 Florida Blvd.
Baton Rouge, LA 70806

Louisiana State Florists Assn.
Dean Marcotte, 12760 Triple B Road
Greenwell Spring, LA 70739

New Orleans Retail Florists Assn.
Janet Schindler, 1015 Veterans Blvd.
Metarie, LA 70005
Telephone (504) 837–5338

MAINE

Allied Florists of Greater Portland
781 Roosevelt Trail, Windham, ME 04062
Telephone (207) 892–4627

MARYLAND

Allied Florists of Greater Baltimore
Tom Shaner, 113 West Franklin Street
Baltimore, MD 21201
Telephone (301) 752–3332

MASSACHUSETTS

Massachusetts Flower Growers
Robert T. Luczai, 105 Everett Street
Concord, MA 01742

MICHIGAN

Allied Florists Association of Greater Detroit
Robert Heron
1515 East 11 Mile Road
Royal Oak, MI 48067
Telephone (313) 542–8866

Allied Florists of Jackson County
Bruce Furnival, 1105 West Ganson Street
Jackson, MI 49202
Telephone (517) 787–2013

Kalamazoo Valley Finer Florists
J. Vander Salm and C. Vanden Oever
1120 South Burdick Street
Kalamazoo, MI 49001

Michigan State Florists Assn.
Larry E. Andrick
2420 Science Parkway
Okemos, MI 48864
Telephone (800) 426–0026
(800) 292–0606 in Michigan

MINNESOTA

Minnesota Commercial Flower Growers
Jim/Gen McCarthy, Executive Director
P.O. Box 13307, St. Paul, MN 55113
Telephone (612) 633–4986

MISSISSIPPI

North Mississippi Allied Florists
Milford Browder, P.O. Box 1005
Carinth, MS 38834
Telephone (601) 286–5292

MISSOURI

Floral Industry of Gr. St. Louis
Thelma Schlobohm, 14 Media Drive
St. Louis, MO 63146
Telephone (314) 872–3396

Greater St. Louis Flower Growers
Douglas Schmidt/Cedar Hill Fl.
9201 Highway BB, Hillsboro, MO 63050
Telephone (816) 279–6339

Midland Empire Florists Assn.
624 North 6th, St. Joseph, MO 64501
Telephone (816) 279–2277

Missouri State Florists Assn.
Louise Benson, Executive V.P.
412 West 60th Terrance
Kansas City, MO 64113
Telephone (816) 333–7187

Professional Florists of Mississippi Valley, Inc.,
Everest Wanner
P.O. Box 112, Arnold, MO 63010

Springfield Florists Assoc.
Ron Reynolds, 310 West Walnut
Springfield, MO 65801

MONTANA

Montana State Florists Assn.
Jack Brown, 1134 Utah Avenue
Butte, MT 59701

NEBRASKA

Nebraska Florists Society
Mel Schwanke, 1024 East 14th Street
Fremont, NE 68025
Telephone (402) 721–0984

United Florists
Jim Spitalnick, 5602 Read Street
Omaha, NE 68152
Telephone (402) 571–7800

NEVADA

North Nevada Florists Assn.
Judith A. Mitchell, P.O. Box 5955
Reno, NV 89513

NEW JERSEY

Jersey Shore Professional Florists Association
Patricia Gann, P.O. Box 253
Avon by the Sea, NJ 07717
Telephone (201) 774–6626

New Jersey Plant & Flower Growers Association
Lester Pyle, P.O. Box 164
Gillette, NJ 07933
Telephone (201) 647–0191

New Jersey State Florists Association, Inc.
Charles Marvinny, Gen. Mngr.
7 Toucan Court, Wayne, NJ 07470
Telephone (201) 696–4087

NEW MEXICO

Westexas/New Mexico Florists Assn.
Katrina Holloway, 5404 54th Street
Lubbock, TX 79413

NEW YORK

Associated Florists of Greater Rochester
Evelyn Sorce
3480 Brockport Road
Spencerport, NY 14559

Long Island Flower Growers Assn.
Arthur Bing, 40 Moriches Avenue
East Moriches, NY 11940

Long Island Retail Florists
H. Vezeris, 69 Route 111
Dix Hills, NY 11746

Metro Retail Florists Assn.
Rita D'Alessandro, 95 Lexington Avenue
New York, NY 10016

New York Florists Club
Joseph Valenty, Secretary
15 East 28th Street
New York, NY 10016

New York State Flower Industries
Laurel Matthes, 4294 Carmel Drive
Liverpool, NY 13090
Telephone (315) 622–2267

Niagara Frontier Retail Florists
Marc Kotarski, 431 Delaware Avenue
Buffalo, NY 14202
Telephone (716) 856–9000

Rockland Country Retail Florists
Martha MacRobbie, 520 S. Main Street
Spring Valley, NY 10977
Telephone (914) 356–0112

United Florists of Western N.Y.
Frank Mischler, 118 South Forest Road
Williamsville, NY 14221
Telephone (716) 632–1290

NORTH CAROLINA

Greater Charlotte Area Florists Association
Edward White
1931 East Seventh Street
Charlotte, NC 28204
Telephone (704) 374–1331

North Carolina Coop Bulb Growers Assn.
Route 1, Box 2
Rocky Point, NC 28457
Telephone (919) 675–2497

Wake County Florists Assn.
Ralph Townes, 120 Millhook Road
Raleigh, NC 27609
Telephone (919) 829–8023

OHIO

Allied Florists of Toledo Area
Greg Kuehnle, 3450 W. Central Avenue
Suite 336, Toledo, OH 43606
Telephone (419) 531–0125

Allied Florists of Trumbull City
Gene Miller, 400 High Street N.E.
Warren, OH 44481
Telephone (216) 393–2591

Central Ohio Allied Florists Assn.
Barbara Robertson, 1359 Darcann Drive
Columbus, OH 43220
Telephone (614) 457–4320

Cincinnati Flower Growers Assn.
Jim Krismer, 3150 Compton Road
Cincinnati, OH 45239
Telephone (513) 729–1134

Findlay FTD Florists Assn.
Chuck Clapper, 404 Second Street
Findlay, OH 45840
Telephone (419) 422–7722

Florists Association of Greater Cleveland
Hary Gard Shaffer, Jr.
226 Hanna Bldg., Cleveland, OH 44115
Telephone (216) 523–1341

Greater Akron Florists Assoc.
Leland D. Deaner, 1034 W. Main Street
Revenna, OH 44266

Lorain County Florists Assn.
Paul Urban, 9355 Westridge Road
Elyria, OH 44035

Mahoning Valley Allied Florists
Bill Adgate, 4527 Market Street
Youngstown, OH 44512

Southeastern Allied Florists Assn.
Rick Nesselroad, 1345 Maple Avenue
Zanesville, OH 43701
Telephone (614) 452–6371

Ohio Florists Assoc.
Harry K. Tayama, 700 Ackerman
Suite 230, Columbus, OH 43202
Telephone (614) 422–8200

OKLAHOMA

Oklahoma Horticulture Industries
Council, 400 North Portland
Oklahoma City, OK 73107
Telephone (405) 942–5276

Oklahoma State Florists Assn.
Terry Wheeler/Colonial Flower
401 South Washington
Stillwater, OK 74074

Tulsa Florists Assn.
Norma Coble, 514 Plaza Court
Sand Springs, OK 74063
Telephone (918) 245–5856

OREGON

Oregon Florists Assn.
Ormand Mason, 1112 S.E. Grand Avenue
Portland, OR 97214
Telephone (503) 232–3212

Oregon Flower Growers Assoc.
1112 S.E. Grand Avenue
Portland, OR 97214
Telephone (503) 232–3212

PENNSYLVANIA

Allied Florists of Delaware Valley, Inc.
Robert Cullers, 12 Cavalier Drive
Ambler, PA 19002
Telephone (215) 646–8050

Allied Florists of Shenango Valley
Thomas Kavanagh, 4945 E. State Street
Hermitage, PA 16148

Lancaster County Florists Assn.
Victor Vanik, 2346 Hobson Road
Lancaster, PA 17602

Lehigh Valley Florists Assn.
Eleanor Haas, 1730 West Wood Street
Emmaus, PA 18049
Telephone (215) 967–1143

Pennsylvania Florists Assn.
Gary Olson, 2102 Gring Drive
Wyomissing, PA 19610
Telephone (215) 678–9626

Pennsylvania Flower Growers
Arnold Wagner, Box 384
Bloomsburg, PA 17815
Telephone (717) 784–2260

Reading-Berks Florists Assn.
Frederick Davis, 366 E. Penn Avenue
Wernersbille, PA 19565
Telephone (215) 678–7401

Western Pennsylvania Flower Growers
Ted Eck, 358 Babcock Blvd.
Gibsonia, PA 15044
Telephone (412) 935–1480

Wyoming Valley Florists Assn.
Joan Marushek, 484 Church Street
Swoyersville, PA 18704

York Allied Florists Assn.
Karl Schaefer, R.D. 3
York, PA 17402

Philadelphia Apprentice Design School
Alfred Lucchine, 1050 Ashland Avenue
Glenholden, PA 19036
Telephone (215) 532–6200

RHODE ISLAND

Rhode Island Florists Assn., Inc.
Diane Carley, 295 A. Scituate Avenue
Cranston, RI 02920
Telephone (401) 943–6445

SOUTH CAROLINA

Midland Florists Assn.
Johnny Beck, Johnny's Florist
2106 Platt Springs Road
West Columbia, SC 29169
Telephone (803) 794–9315

South Carolina Florists Assn.
Betty R. James, 408 Woodland Drive
Florence, SC 29501
Telephone (803) 669–8191

TENNESSEE

Blue Ridge Florists Club
7112 Oakland Avenue
Johnson City, TN 37501

Central Tennessee Professional Florists Association
Audrey McGee
720 North Blythe Street
Gallatin, TN 37066
Telephone (615) 589–2042

Profesional Florists, Chattanooga Area
Harris Downey, 2112 Dayton Blvd.
Chattanooga, TN 27415
Telephone (615) 622–3143

Professional Florists Assn. of Greater Memphis
Linda Floyd, President
1295 Jefferson, Memphis, TN 38104

Tennessee Flower Growers Assn.
Richard P. Vetanovetz, P.O. Box 776
Mt. Juliet, TN 37122

Tennessee State Florists Assn.
Jerry Hankin, 211 Old Hickory Blvd.
Madison, TN 37115

TEXAS

Alamo Area Allied Florists' Assn.
Robbie Borden, 7540 Louis Pasteur Drive
San Antonio, TX 78229

Allied Florists of Houston
Robert Flagg, 5002 Morningside
Houston, TX 77005
Telephone (713) 522–7671

Allied Florists of Longview
A.R. Parnell, P.O. Box 649
Longview, TX 75606

Capitol Area Florists Assn.
Sharon Boyko, 4509 Rim Rock Path
Austin, TX 78745
Telephone (512) 441–5047

Texas State Florists' Assn.
Louis Frizzel, AAF, Executive Director
P.O. Box 15007, Austin, TX 78761
Telephone (512) 834–0361

VIRGINIA

Allied Florists Assn. of Southeastern Virginia
6301 Ardsley Square, Suite 103–L
Virginia Beach, VA 23464
Telephone (804) 420–5624

Greater Richmond Florists Association
William Gouldin, 3313 Mechanicsville Pike
Richmond, VA 23222
Telephone (804) 321–2000

Virginia Greenhouse Growers Assn.
P.O. Box 291
Blacksburg, VA 24060

WASHINGTON

Allied Florists of Greater Seattle
Suite 203, c/o Nienaber Advertising
808 106th Avenue, N.E.
Bellevue, WA 98004
Telephone (206) 455–9881

Allied Florists of Kitsap County
Joan Allen/Mr. Al M. Kostelecky
1143 Tacoma Avenue South
Tacoma, WA 98402

Allied Florists of Pierce County
Joanne Crane, 8207 Steilacoom Blvd., S.W.
Tacoma, WA 98498
Telephone (206) 537–0205

Allied Florists of Snohomish County
Robert Adrian, 1526 Hoyt
Everett, WA 98201
Telephone (206) 252–3153

Seattle Allied Florists
Mike Nienaber/Nienaber Adv.
808 106th Avenue N.E. #203
Bellevue, WA 98004
Telephone (206) 455–9881

Spokane Area Master Florists
Patricia Mattson, P.O. Box 53
Spokane, WA 92210
Telephone (509) 489–2110

WISCONSIN

Greater Milwaukee Florists Assn.
Fred Poulsen, 10855 West Potter Road
Wauwatosa, WI 53226
Telephone (414) 774–1498

Indianhead Florists Assn.
John Gehrke, 515 E. Main Street
Mondori, WI 54755

Wisconsin/Upper Michigan Florists
S.C. Foll, North 40 W. 27928 Glacier Road
Pewaukee, WI 53072
Telephone (414) 691–0982

IX. ADDITIONAL SOURCES OF MARKETING INFORMATION

The sources listed below are not to be construed as an exhaustive list of sources of general marketing information. They are, however, basic reference tools which will guide the user in locating journals, books, magazines, associations, research and consulting organizations, advertising agencies, and U.S. Government agencies relating to marketing. Additional books may be located by consulting *Books-In-Print* (NY: R.R. Bowker Co.), additional journals and magazines by consulting *The Standard Periodical Directory* (NY: Oxbridge Communication, Inc.) and additional associations by consulting the *Encyclopedia of Associations* (Detriot: Gale Research Co.).

1. **Bradford's directory of marketing research agencies and management consultants in the United States and the world.** Fairfax, VA: Bradford's Directory of Marketing Research Agencies, 1985. 285p. Annual. $185. Telephone (703) 631–1500. (ISSN: 0068–063X, ISBN: 0–910290–04–0).

A comprehensive list of reliable marketing research and management consultant firms in the U.S. and abroad for manufacturers, advertising agencies, and others.

NAL call no. 225.Su72

2. **Business Periodicals Index.** Vol.1 –, 1958–. Bronx, NY: H.W. Wilson Company. Monthly except August. (ISSN: 0007–6961). Service offered on a subscription basis.

A cumulative index to English language periodicals dealing with various business subjects including advertising, marketing, economics, finance, management, and public relations.

NAL call no. 241.3 B96

3. Daniells, Lorna M. **Business information sources** (rev. ed.). Berkeley: University of California Press, 1985. 673p. (ISBN: 0–520–05335–4).

A guide to the vast and varied sources of business information for the business person, the business student and the librarian. Of note is an annotated list of books, handbooks, bibliographies, dictionaries, reports, associations, periodicals, directories, etc.

NAL call no. Z7164.C81D16 1985

4. Goldstucker, Jac. L., (ed.) and Dennis W. Goodwin *et al.* (Comp.). **Marketing information: a professional reference guide.** Atlanta, GA: Georgia State University, College of Business Administration, Business Publishing Division, 1982. 369p. (ISSN: 0732–7331).

A directory of marketing sources listing name, address, telephone number, chief officer and brief description of the organization. The listings are presented under various subject headings such as marketing associations and organizations, special libraries and information center collections, U.S. government agencies, channels of distribution, marketing research, service and consulting organizations, advertising agencies, research centers, marketing research, packaging, pricing, retailing, sales promotion, and others.

NAL call no. HF5415.124.M37

5. **GreenBook: international directory of marketing research houses and services.** New Berlin, NY: AMA/NY Inc., 1986. 458p. Annual. Free to New York Chapter members, non-members $50. (ISSN: 8756–534X).

A listing of some 700 marketing research firms worldwide giving name, address, telephone number, chief officer and scope of services offered.

NAL call no. HF5415.2.G64

6. **Handbook of independent advertising and marketing services.** New York: Executive Communications, Inc. 250p. $65. Telephone (212) 421–3713.

7. Kruzas, Anthony T., Robert C. Thomas and Kay Gill (eds.). **Business organizations and agencies directory.** 3rd ed. Detroit: Gale Research Company, 1984. 1704p. Biennial, even years. $290. Telephone (313) 961–2242. (ISSN: 0749–0801, ISBN: 0–8103–1496–7).

Volume 1 is a guide to trade, business, and commercial organizations, government agencies, stock exchanges, labor unions, chambers of commerce, diplomatic representation, trade and convention centers, trade fairs, publishers, data banks and computerize services, educational institutions, research centers, and libraries and information centers. Volume 2 covers abstracting and indexing services, directories, general business and finance periodicals, trade journals, government business periodicals, and telecommunications services for the business community.

NAL call no. HF3010.B87

8. **Marketing services guide and the American Marketing Association Membership directory.** Chicago, American Marketing Association, 1986. 476p. Annual. $75. Telephone (312) 648–0536. (ISSN: 0748–7037).

A directory of American Marketing Association members which also includes lists of marketing research groups, direct marketing firms, merchandising companies, media consultants, audio-visual production companies, sales promotion agencies, public relations agencies, and marketing consultants.

NAL call no. HF5415.A1A4

9. **Progressive grocer's marketing guidebook.** Stamford, CT: Progressive Grocer Information Sales, MacLean Hunter Media, Inc., 1988. 785p. (ISSN: 0079–6921, ISBN: 0–911790–85–3).

Progressive Grocer's book of supermarket distribution lists supermarkets and related stores by market areas. For each company listed the following types of information are given: wholesale headquarters and distribution centers, supermarket headquarters, financial summary, product lines purchased, key personnel and buyers. Lists for each market area consumer demographics, market area county breakdowns, and distribution centers. Includes information on trade shows, leading chain and wholesale companies, and private label distributers.

NAL call no. HD9321.3.P7

10. **Research services directory.** Chicago: Marketing Research Association, 1986. 498p. Annual. $85. Telephone (312) 644–6610. (ISSN: 0748–089X).

A directory of firms conducting marketing and survey research. Lists research capabilities and provides a description of facilities for each firm.

NAL call no. HF5415.2.R472

11. **Retail nursery customer survey kit.** Washington, DC: Horticultural Research Institute, Inc., 1970.

A survey form designed to aid a retail nursery owner in designing an aggressive marketing strategy by determining who potential customers are, what their needs are, what sales message will best convince them to buy and what your customers think of you. Describes how to use the survey instrument and how to interpret the data.

NAL call no. HF5415.5.H6

12. Sulzinger, Richard A. and C. Robert Clements. **Marketing design services: principles, management, and strategies for landscape architechtural practices.** Washington, DC: Professional Practice Institute of the American Society of Landscape Architects, 1983. 99p.

13. Wasserman, Paul, Charlotte Georgi, and James Way (eds.). **Encyclopedia of business information sources.** Detroit, MI: Gale Research Co., 1983. 728p. Biennial, even years. (ISBN: 0–8130–03655) (ISSN: 0071–0210).

Over 20,000 sources of information of particular interest to management. Listings include: source books, periodicals, organizations, directories, online databases, etc. under subject headings such as florist shops and nurseries.

NAL call no. Z7164.C81E4

AUTHOR INDEX

AUTHOR	PAGE
Avermaete, Urbain	10
Bange, Gerald Adam	10, 16
Behe, Bridget K.	16
Berninger, Louis	6
Boodley, James W.	6
Brown, James A.	10
Chatfield, Laura H.	14
Clements, C. Robert	36
Daniells, Lorna M.	35
Edman, Victor G.	13
Eley, Cleveland P.	17
Estes, Edmund	10
Florists' Transworld Delivery Assn.	6
Fossum, M. Truman	6, 17
Geddes, Douglas	6
Georgi, Charlotte	36
Gilbert, H.	18
Gill, Kay	35
Gilmartin, Daniel J.	7
Goldstucker, Jac. L.	35
Goodrich, Dana C.	7, 10, 11
Goodwin, Dennis W.	35
Gortzig, Carl Frank	16
Guilfoy, Robert F.	11
Gunter, Dan L.	11
Hall, Richard	12, 13
Hanan, Joe J.	7
Havas, Nick	12
Henderson, Peter L.	12
Henegar, Porter	6
Holness, Patricia Anne	16
Joiner, Jasper N.	7
Jones, Richard H.	6
Jozwik, Francis X.	7
Kiplinger, D.C.	7
Krone, Paul R.	7
Krueger, Charles	11
Kruzas, Anthony T.	35
Langhans, Robert W.	7, 8
Larson, Roy A.	8
Laurie, Alex	8
Linstrom, Harold R.	12
Lundquist, Dorothy M.	18
Macomber, Alvin Z.	18
Miller, Marvin Neal	14, 16
Moore, Elmer J.	18
Myers, L. H.	13
Nelson, Kennard S.	8
Nelson, Paul V.	8
Pfahl, P. Blair	8
Pfahl, Peter B.	8
Powell, Jules V.	10, 11, 13, 18
Prince, Thoam Leslie	16
Raleigh, Stephen M.	10, 12, 13, 14
Robertson, Jerry L.	8, 9, 14, 16
Scarborough, Elmo F.	14
Smith, C.N.	14
Smith, Cecil N.	14
Society of American Florists	6, 9
Sorensen, Harold B.	14
Southern Florists and Nurserymen	9
Staby, George L.	8, 9
Strain, J. Robert	14
Sullivan, Glenn H.	9, 11, 14
Sulzinger, Richard A.	36
Taha, F.A.	13
Thomas, Robert C	35
United Fresh Fruit and Veg. Assn.	6
Wasserman, Paul	36
Way, James	36
Whitaker, D.B.	11
White, Richard P.	9
Whitmore, S.C.	18
Williams, F.W.	10
Williams, Marc	9
Witte, Willard T.	18
Young, Mary	15

TITLE INDEX

TITLE	PAGE
AFMC consumer research 1979	6
AGRIBUSINESS U.S.A. database	19
AGRICOLA	19
Agrindex	20
Agris international	20
ALI	3
An analysis of floral wholesaling facilities in Los Angeles, California	10
Analysis of fresh flower merchandising	14
Annotated bibliography of floriculture and ornamental horticulture	17
Annotated bibliography on economics, marketing and trade in ornamental crops, 1966–1977	17
Annotated bibliography on general cut-flower production and economics, 1974–1976	17
Bibliography of agriculture	19
Bibliography of marketing and other economic information for floriculture and ornamental horticulture	18, 20
A bibliography of marketing research on commercial floriculture and ornamental horticulture, 1965–1971	17
A bibliography on marketing woody plants and related nursery products, 1944–1965	18
Biological & agricultural index	20
Boston ornamental crop wholesale market prices and shipping point prices	1
Boston ornamental crops report	1
Bradford's directory of marketing research agencies and management consultants in the United States and the world	35
Bulletin. Illinois Florist Association	3
Bulletin. Pennsylvania Flower Growers	3
Business analysis of foliage and potted flowering plant nurseries in central Florida, 1979	14
Business analysis of foliage nurseries in central Florida, 1977	11, 14
Business analysis of foliage nurseries in south Florida, 1977	11
Business cycle relationships for commercial floriculture for the United States, 1929–1979	6
Business information sources	35
Business organizations and agencies directory	35
Business periodicals index	35
Business tricks of the trade	9
Census of horticultural specialities	1
A century of service	9
Chrysanthemums	7
Commercial floriculture and related products	12
Commercial flower forcing	8
The commercial greenhouse handbook	6
A commodity subsector analysis of the United States cut flower industry	16
A complete guide to growing and selling greenhouse crops	7
Connecticut greenhouse newsletter	3
Consumer purchasing patterns for the goods and services of commercial floriculture in the United States 1966–1967	13
CRIS/USDA	20
A descriptive profile of the retail florist industry's advertising and promotional strategies	17
Dissertation abstracts international	21

TITLE	PAGE
Dissertation abstracts online	21
$ Wholesale value of Texas cut flowers and foliage plants	14
Easter lilies	7
EDI service	21
Economic analysis of the Florists' Transworld Delivery Association 1955–1966	6
Economic analysis of the Florists' Transworld Delivery Association 1955–1971	6
Economic analysis of the Florists's Transworld Delivery Association since 1955	6
An economic overview of the tropical foliage plant industry	14
An empirical investigation of market power and channel conflict in the cut flower distribution channel	16
Encyclopedia of business information sources	36
Farmer-to-consumer direct marketing in six states	12
Farmer-to-consumer direct marketing, selected states, 1979–1980	12
Floral and nursery times	3
Floral marketing	7
Floral marketing directory and buyer's guide	3
Floral mass marketing	3
Floral merchandising manual	6
Floral report	3
Floricultural marketing, 1970–1986	18
Floriculture crops	1
Florida cut flower and fern report	1
Florida cut flower and fern summary	2
Florida foliage	3
Florist	3
Florist's review	3
Flower imports appear on the Dallas-Fort Worth wholesale flower market	14
Flowers news	4
The flowering of Texas	15
Flowers and foliage plants: production and sales in selected states, 1956–1968	10
Flowers-by-wire	9
Foliage plant production	7
FTD flower business fact book	6
Fresh fruit and vegetables. Ornamental crops: weekly summary - shipments and arrivals	1
The Georgia wholesale flower industry	10
A graphic view of the retail florist industry	12
GreenBook	35
Greenhouse grower	4
Greenhouse management	7
Greenhouse management for flower and plant production	8
Greenhouse operation and management	8
Grower Talks	4
Handbook of independent advertising and marketing services	35
The history of the Southern Nurserymen's Association, Inc.	6
Honolulu ornamental crops market news	2
Horticultural products review	1
Horticultural services businesses	12

TITLE	PAGE
Horticultural speciality crops-production and marketing trends, 1948–1965	13
HortScience	4
An interregional competition analysis for cut flower crops	16
Interior landscape industry	4
Interiorscape	4
International rate of return as a decision making tool in economic and financial analyses	16
Introduction to floriculture	8
Journal of the American Society for Horticultural Science	4
The M. Truman Fossum floriculture collection	17
Management for retail florists	9
A market segmentation of supermarket floral product consumers based upon factors impacting the floral purchase decision	16
Marketing design service	36
Marketing economics research for commercial floriculture	13
Marketing flowers	13
Marketing information	35
Marketing practices of growers of flowers and plants	12
Marketing services guide and the American Marketing Association membership directory	35
Marketletter	4
Miami ornamental crops report	2
Michigan florist	5
New York City ornamental crops report	2
Nursery business	5
Nursery manager	5
Ohio Florists' Association bulletin	5
Organization and practices in midwestern terminal wholesale markets for flowers	14
Organization and practices in selected terminal wholesale flower markets in the south	13
Organization and practices of selected terminal wholesale flower markets in the west	12
Ornamental crop reports	1
Ornamental crops: weekly summary shipments and arrivals	1
Ornamentals production and marketing trends, 1948–1972	14
Perishables Research Organization database	21
Philadelphia and Pittsburgh ornamental crops summary	2
Philadelphia ornamental crops report	2
Plant shops	10
Plants for profit	7
Pool delivery systems for wholesale florists in urban areas	11
Produce marketing almanac	5
Produce Marketing Association database	21
Profit maximization in commercial greenhouse floriculture under nothern United States production and marketing conditions	16
Profitable garden center management	6
Progressive grocer's marketing guidebook	36
Research bulletin	5
Research services directory	36

TITLE	PAGE
The retail florist business	8
Retail nursery customer survey kit	36
Retailing floral and foliage crops through mass merchandising outlets in selected southern metropolitan areas	13
Retailing florist crops through mass merchandising outlets: Rochester, New York and Hartford, Connecticut	10
Retailing florists crops through mass merchandising outlets in four western metropolitan areas	10
The role of nearby growers in Northeast flower markets	11
SAF: business news for the floral industry	5
SAF floral marketing report-1985	9
Sales opportunities for flowers and plants in world markets	14
San Francisco marketing California ornamental crops	2
San Francisco ornamental crops market report	2
San Francisco ornamental crops national market trends	2
San Francisco ornamental crops production report	2
Seattle ornamental report	2
Seattle - Takoma ornamental crop wholesale market prices	2
Selected operating practices of retail florists	10
Selected purchasing practices of retail florists	11
Selected terminal wholesale markets for flowers	11
Shipping point markets for flowers	13
Since 1910; a history of Florists' Transworld Delivery Association	7
Snapdragons	8
Sources of floriculture information	18
Starting and managing a retail flower shop	7
Structure and organization of selected terminal wholesale markets for flowers in the northeast	11
Supermarket floral	5
Trends in commercial floriculture crop production and distribution	6
The United States floriculture industry	8
USDA Online	22
Wholesale value of Texas cut flowers and foliage plants	14
Who's who in floriculture	5

☆U.S. GOVERNMENT PRINTING OFFICE: 1989-222-153/00392